

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXXXII, No. 5

NEW YORK, JULY 30, 1925

10c A COPY



B. A. I. S. 1881 with
N. W. Ayer & Son

Remember when—

THE old folks have a way of saying "Times aren't what they used to be. I can remember when—" And then they will spin yarns, mellowed with the perspective of years, that sometimes make us feel that modern folks *are* missing something.

Well, there's one of the "good old days" that, thank goodness, has survived the mutations of time. All over the country—"Back East," "Down South," "Up North," "Out West"—you'll find more folks today than ever before engaged in the joyous indoor sport of making rootbeer from "Hires" Household Extract, and on top of that they're ordering "a glass of 'Hires'" at the soda fountain or a case from the grocer.

The name "Hires" is one of the most valuable assets in the soft drink industry. There is scarcely a home in the land where it is not unquestioningly accepted as standing for purity, health, delicious refreshment.

The Charles E. Hires Co., Philadelphia, who have been building this reputation for 56 years, have never lost their progressiveness. As every year produces its new crop of fathers and mothers, advertising is employed to remind them of this fine old drink.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





How Many of Your Salesmen Really Sell Your Advertising?

THE most important value of your consumer campaign is its influence upon your dealer organization, because the consumer influence is largely lost unless you get dealer acceptance and co-operation.

One big problem of every advertiser is to get his salesmen to "sell" the advertising to the dealer—not because the salesmen do not believe in advertising, but because they are so frequently handicapped by not having the right kind of campaign to sell. It is pretty difficult to sell 17,000,000 city circulation to a dealer in Carroll County, Illinois, who depends on farmers for 75 per cent of his sales—but he would be mighty glad to co-operate if the salesman could offer him the

STANDARD FARM PAPER UNIT

(Circulation, 2,000,000—one order, one plate, one bill)

including *Prairie Farmer*, with its tremendous influence in Illinois and its 1,333 circulation in Carroll County.

If your salesmen are discouraged in their effort to sell your advertising campaign to your dealers, perhaps it is because your schedule doesn't fit their needs.

We can help you, and your salesmen, in selling your advertising campaign to dealers. One veteran salesman who for two years had tried unsuccessfully to sell two dealers in

Southern Georgia, sold both in one day, and got window displays, through an advertising presentation we had given him. Through the same kind of presentation a new salesman, just out of school, and on his first job, opened during his first week five new accounts that the old salesmen hadn't been able to touch.

If you can use this kind of co-operation—write us.

The Breeder's Gazette
Hoard's Dairyman
The Nebraska Farmer
The Pacific Rural Press
Ohio Farmer
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
Kansas Farmer
The Farmer, St. Paul
The Progressive Farmer
The Prairie Farmer
The Wisconsin Agriculturist
The American Agriculturist
Wallaces' Farmer

STANDARD FARM PAPER UNIT

Standard Farm Papers, Inc.
Wallace C. Richardson, Gen. Mgr.
608 S. Dearborn St. Chicago

Wallace C. Richardson, Inc.
250 Park Ave.,
New York

San Francisco, 547 Howard Street

Your Sales Problem is National—That of Your Dealer is Local—The Standard Farm Paper Unit Meets Both

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXXII

NEW YORK, JULY 30, 1925

No. 5

Frenzied Merchandising

Some Selling Plans Which, to Put It Mildly, Are of Doubtful Value

By E. B. Weiss

THE salesman has just finished remarking: "Our terms are thirty-three and one-third, five and two-ten days." That is the wholesale or retail buyer's cue. He cocks his head knowingly, and asks: "—and what?"

If the salesman's house maintains just one set of discounts and permits no deviation from it, his mental reply is: "—and nothing." Of course, his verbal reply is quite different.

However, at this moment we are not concerned with the salesman's comeback. Of greater importance is the fact that buyers do not consider the question an idle one. They do not ask it merely because there is a faint possibility that an additional discount may be obtained. Experience has taught them that, in certain lines, an extra discount, a secret rebate, a special allowance—call it what you will—can be had by simply holding out for it or by deliberately asking for it. And they have many schemes for getting it.

Perhaps there is no field of retailing in which this state of affairs is so pronounced as it is among retail druggists. Here, matters have reached the stage where the retailer looks for an "extra" not only when salesmen call but also when he examines printed solicitations for business. The drug retailer—both independent and chain—has arrived at the point where he regards the regular terms of sale as merely something to start with. Hag-gling in buying has become the rule rather than the ex-

ception. The old battle of wits has been restored in this field and, as in every battle, innocent bystanders have already been injured in large numbers and more are slated to become casualties.

The modern drug store is a miniature department store. It stands to reason that when a retailer adopts certain buying and selling practices in connection with one portion of his stock, inevitably he will use similar tactics with relation to the remainder of his line. That is exactly what has happened among retail druggists. Extra discounts are expected or demanded not only of the maker of drug preparations but also of the manufacturers of the hundreds of other products sold through drug stores. Similarly, the present flood of price cutting has inundated not only drug products but practically everything else which the druggist sells.

Recently, PRINTERS' INK published a list of the 1924 advertising appropriations of 140 national advertisers whose expenditures in newspapers and magazines alone totalled \$88,050,861. It is safe to say that these 140 advertisers represent a fair share of the largest advertisers in this country. Isn't it significant that a conservative checking shows that at least thirty-four of these 140 sell exclusively or partially through the drug trade? Doesn't this mean that a large number of advertisers are directly affected by the current situation in the retail drug field? Doesn't this mean, too, that every advertising agent, every publisher,

Table of Contents on page 178

and those in control of every other advertising medium, ought to take a keen interest in what is going on among retail druggists?

Every advertising agent and those who sell the various advertising mediums should take cognizance of the situation for two reasons: First, a number of manufacturers selling through druggists who might be large advertisers are not advertising at all, or are doing so only in a very small way, because national campaigns, under present drug trade conditions, involve the advertiser in complicated problems which almost defy solution. Last week, for instance, **PRINTERS' INK** received a letter beginning: "I have a client who sells through druggists who won't consider an advertising campaign because he claims advertising will make his line a leader and that it will be very much more subject to price cutting. He thinks it will lose prestige in this process and go the way of other lines for which the public once was glad to reach but now appraises as simply members of a group of hawked products and therefore without special or distinctive appeal."

The second reason is that many advertising appropriations would be considerably larger if it were not for the fact that they are being drained by charges against them made for extraordinary free-goods offers, advertising allowances, other special discounts, etc.

The drug retailer, it is said, is losing money on from 30 to 50 per cent of the items he sells, aside from his prescription business. Demoralized price conditions are responsible for that. Independents and chains are trying to out-cut each other. With an overhead that averages 30 per cent, drug retailers are selling below cost, at cost, or at a mark-up of less than 30 per cent, from one-third to one-half of the total number of items they carry in stock.

The drug wholesaler has been in an uncomfortable position. According to the report of the Harvard Bureau of Business Research, the net profit of wholesale druggists in 1924 was 1.3 of

net sales. For 1923 it was 1.4. The corresponding figure for 1922 was 0.9 per cent. One reason for these small profits is an extra 10 per cent discount which wholesalers are in the habit of giving retailers. There are other reasons, too.

Until recently, manufacturers were not very severely affected by the plight of retailers and wholesalers. But in no industry can manufacturers serenely sail along while their distributors are struggling to meet expenses. The drug manufacturer has not been exempt from this rule. Wholesalers are concentrating on profitable items. Many advertised brands, under the current state of affairs, are most decidedly not profitable. Consequently, they are cutting out advertised brands at every opportunity. Of course, there are any number of advertised items which they are forced to stock. But who is going to push an unprofitable item—whether it is advertised or not? Certainly not the wholesale druggist. In his present mood, and under his present plan, he is cutting out unprofitable advertised brands where he can, and where he cannot cut them out, he is merely supplying them on demand. What is more, many retail druggists are beginning to move in the same direction. Advertised brands are certainly not looked upon with great favor by many druggists.

NOT A CHEERFUL OUTLOOK

That doesn't bode well for advertisers. Yet, it isn't half the trouble which many manufacturers distributing through drug channels are up against. Even more troublesome, are frenzied merchandising plans which certain manufacturers have entered upon.

The manager of a chain drug store located in New York tells the following story:

His store was dispensing an advertised brand of ginger ale. It was entirely satisfactory. Customers seemed to be pleased with it. There appeared to be no reason for making a change. But a rival manufacturer of ginger ale approached the head of this chain store with this proposition:

DUE to the unusual use made of Vogue's Autumn Forecast Number, September 15th, by its subscribers and by the department and specialty stores of the country, promptness of publication is imperative, with consequent limitation of size of issue.

We regret to decline advertising for any issue, but advertising has already been accepted to a record volume; and advertisers who have not already arranged for this issue are asked to designate instead the Early Paris Openings Number, October 1st. This October issue will reach subscribers September 25th.

VOGUE

One of the Condé Nast Group
All members of the Audit Bureau of Circulations

His brand was just about as heavily advertised as the one already stocked. He promised that this advertising would be continued. Then, he offered to give the chain the same discounts received from the other company. And—as an extra inducement—he would allow a rebate on all empty bottles, which was something that the producer of the stocked brand would not do. Result: Manufacturer A was thrown out and the goods of Manufacturer B were placed in stock. The relative merits of the two brands did not, apparently, enter into consideration.

If that were the only war being fought in that drug chain, it would be a delightfully peaceful place. But merchandising battles are being fought every day back and forth across its floors and some of the manufacturers engaged in these combats use doubtful tactics, to say the least.

One manufacturer gives this chain store a larger discount than he gives to his wholesalers. Of course, nobody knows about this. But some day the news will leak out. This manufacturer isn't the only one doing this. What is more, the wholesalers know what is going on. Right now there is not much they can do by way of retaliation except to knife these manufacturers at every chance and they are doing that with a vim.

This practice of giving chain stores and certain other large distributors, discounts which are larger than those granted wholesalers is having another interesting effect. One retailer states that he buys fully half of the tooth paste which he sells from a New York department store which consistently sells many brands of this item at less-than-wholesale price. This same merchant also picks up a number of patent medicine items at chain stores at lower prices than he could secure them from wholesalers.

Why do manufacturers do this? One reason is that they believe that if they get chain-store or department-store distribution regardless of whether it is profitable, and

then it will be an easy matter to bring the independents into line. The fact of the matter is that frequently the plan works. It does succeed in securing distribution. But at what cost? The chain store, playing with its big margin, cuts prices. The independent, playing with a much smaller margin, also cuts prices. For a time, the manufacturer benefits. But not for long. Soon, both chain and independent tire of selling the item at little or no profit. They keep it under the counter, and generally succeed in very effectively retarding sales.

It is quite generally known that the chains, especially the drug chains, are getting inside prices and special deals. What is not so generally known, though, is that independents are also being favored with "extras" and "specials." For example:

The writer was talking to a retailer who has a drug store on Eighty-fourth Street in New York, near the East River. It is a small store in a poor neighborhood. About four months ago, this druggist tells me, a salesman for one of the heavily advertised brands of razors called at his store and asked whether he could leave 100 razors at no cost to the merchant. The dealer consented. He kept the razors in a forsaken corner of his store, failed to push them and, as a result, sold three in four weeks. At the end of that time, the salesman called again, made arrangements for the return of the ninety-seven razors, had the dealer billed for the three he sold and the transaction was closed.

The very next day, a salesman for another well-known razor dropped in. He also left 100 razors on consignment. The dealer did not sell one. When the salesman called, which was about five weeks later, he too arranged to have the razors returned.

At the present moment, that same dealer has in stock another 100 razors, also a well-advertised brand. The plan, in this case, is for him to report to the manufacturer, each month, the number of razors he sold and to pay for

(Continued on page 152)



"That's one of the most important ships in the world"

"Why so, Mr. Hoyt? She hasn't any special rep, has she?"

"It isn't her name. It's her cargo. She's full of crude rubber, and without rubber modern civilization would come to a standstill."

All over the land, boys of high-school age are learning about the great basic industries on which so much of American civilization and happiness depend. Classes in government where our larger economic problems are discussed, supplemented by trips to industrial plants, are opening the eyes of America's young manhood to America's amazing importance in world commerce.

The important part your industry plays in that commerce can be told to the coming men of America through the advertising columns of **THE AMERICAN BOY**.

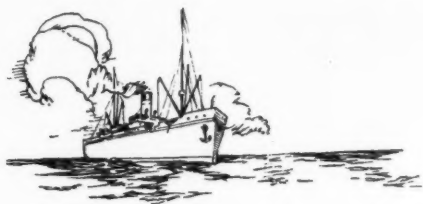
Your story will be read by an audience of half a million fellows whose good-will and intelligent understanding will be found an asset in the years to come. Eighty per cent of that 500,000 are of high-school age—averaging 15½ to 16 years old. These rapidly growing minds are daily looking ahead to citizenship. Through the editorial policy of **THE AMERICAN BOY** they are gaining ideals of what that citizenship requires of them for America's future. Your story gains prestige through such association.

Acquaint these future men with your problems. Tell them the fascinating story of your industry. Go to them on the say-so of the greatest chum they have, **THE AMERICAN BOY**. Copy received by August 10th will appear in October.

The **American Boy**
The Dignest, Brightest, Best Magazine for Boys in All the World

Detroit

Michigan



ENGLAND and *are facing their*

FORTY-ONE per cent of the world's international trade is controlled by Great Britain and America.

Fifty-four per cent of all merchant shipping flies the British or American flag.

Today as never before world trade looks to England and America for leadership.

Here lies the opportunity for these two nations to establish international trade on a firm and lasting foundation.

England's centuries of experience in penetrating remote corners of the globe have blazed the trail in opening up new markets.



AMERICA greatest opportunity

America, in keeping pace with her own rapidly growing population, has been forced to develop in advertising a means to sell to new markets.

Working together England and America can combine their experience to the advantage of both. Upon this sound basis of large scale marketing and selling will be built the future of world commerce.

J. WALTER THOMPSON COMPANY Advertising

NEW YORK

CHICAGO

BOSTON

CINCINNATI

SAN FRANCISCO

LONDON: Bush House, Aldwych, W. C. 2



The Ne Plus Ultra of the Advertising Manager's Dream

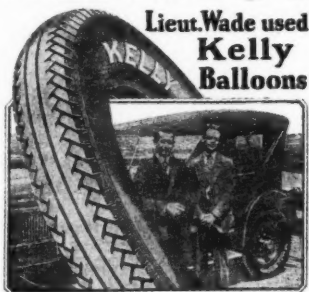
Kelly-Springfield Advertising Makes Same Day Tie-Up with News

ON July 24, readers of New York City's leading newspapers witnessed one of those rare events in the advertising world—the perfect conjunction of news and advertising. This is a consummation often devoutly wished for but seldom achieved. Such an accomplishment, when the news story is uninspired and *bona fide*, as it no doubt was in the present instance, is regarded as the *ne plus ultra* of the advertising manager's dream. Time out of mind, advertisers have planned to link up paid space announcements with the news—that is, without the connivance of the publisher—in the hope that both would appear simultaneously, only to find that the news story failed to materialize or that the advertisement trailed the news by one day or more.

The event referred to here, which was chronicled in the news columns, secured considerable space in a number of newspapers. It described the finish of a 3,965-mile non-stop automobile tour from Los Angeles to New York, which distance was covered in 165 hours and 50 minutes without once stopping for oil, gas, water or engine adjustment. The trip terminated, according to the newspaper story, on the afternoon of July 23 at 1:55 o'clock, in front of the offices of the Metropolitan Automobile Association, just off Columbus Circle, New York. The men who made the trip, Lieutenant Leigh Wade, round-the-world flyer, and one companion, Linton Wells, were interviewed, and described the difficulties of the trip in detail.

The story told by the men made good news copy, naturally, or it wouldn't have got into print. They told how they ate and slept in their car during the trip, how they adjusted tire chains and took them off while the car was in motion, how they used a rolling jack to

remove a tire and repair a puncture, and how, nearly at the end of the long ride, while going through Irvington-on-Hudson, the local traffic officer nearly succeeded in bringing them to a stop by setting the "stop" signal, when it should have been at "go" to



Famous 'round-the-world flier had to have dependable tires for non-stop run

WHEN Lieut. Leigh Wade, round-the-world flier, decided to attempt a fast over land successfully performed—namely, crossing the continent from Los Angeles to New York without once leaving the wheels of his car spinning—he realized that all progress was his success would depend upon tires.

He could not afford to put any less than the best on the wheels of his Packard, and after considering various makes of tires he selected Kelly-Balloons.

The story of his successful trip is now history. Starting from Los Angeles on the morning of July 16th, Lieut. Wade and his companion, Linton Wells, rolled into New York six days later, having kept the motor running and the wheels of their automobile turning continuously during the time.

Kelly-Balloons—the best that Kelly ever built—had much to do with the successful accomplishment of this unprecedented feat.

Kelly-Springfield Tire Co.

AN EXCELLENT EXAMPLE OF TIMELY COPY

allow the car to keep in motion. Without stopping the car, however, Wade, who was at the wheel, gave it over to Wells, jumped out of the car, received the summons from the officer, explained, and later overtook Wells in another machine. The news story even mentioned the name of the car, a Packard eight, but did not mention the name of the tires. Incidentally, it was also mentioned that the Packard company had nothing to do with the stunt.

In the same issue of one of the newspapers carrying the report, on

The Advertising Score for Des Moines

for the first half of 1925

**The Register and Tribune-
News—**

***5,756,830 lines**

Evening and Sunday editions.

**Second Des Moines
paper—**

3,683,588 lines

Evening and Sunday.

***Exclusive of morning lineage.**

***The Register and Tribune-News
is the backbone of a successful
advertising campaign in Iowa.***

a facing page, appeared a four-column, fourteen-inch advertisement of the Kelly-Springfield Tire Company, herewith reproduced, containing an illustration of a Kelly balloon tire, a picture of the car and photographs of the two men who drove it, under the caption, "Lieut. Wade Used Kelly Balloons." The sub-caption, beneath the illustration, "Famous 'round-the-world flier had to have dependable tires for non-stop run," tied up perfectly with the caption of the news story. The copy, less than 150 words in length, by rare good fortune, supplemented the news story with just the information which was lacking from the latter.

HOW IT WAS DONE

"Of course, our copy," said Maurice Switzer, vice-president of the Kelly-Springfield company, "was prepared in advance of the trip and matrices of the advertisement were sent to the newspapers in something like thirty-five cities, including cities in which we have branches and the principal cities along the route. Because of the wording of the advertisement—starting from Los Angeles on the morning of July 16th, Lieut. Wade and his companion, Linton Wells, rolled into New York six days later"—these advertisements could not be released until the trip was successfully completed. When the car arrived in New York, on July 23, telegrams were immediately sent to all newspapers.

"Newspapers in cities along the route gave the trip a considerable amount of publicity in their news columns, which our advertisement, when it appears, should cash in on. Photographs of the car, taken on its arrival in New York, were sent by telephotography to newspapers in Chicago and San Francisco. For obvious reasons, no attempt was made by us to get news stories in the New York papers when the car arrived here. The story which appeared on the morning of July 24 on a page facing our advertisement was a piece of rare good luck with which we were, naturally enough, quite pleased."

Succeeds G. D. Buckley on Chicago "Herald and Examiner"

Roy D. Keehn, president of the Chicago *Evening American*, has, in addition, become president of the Illinois Publishing & Printing Company, publisher of the Chicago *Herald and Examiner*, succeeding George D. Buckley, resigned. Mr. Buckley, who was formerly president of the Crowell Publishing Company, had been with the *Herald and Examiner* and its publishing company for the last two years.

Hays McFarland, former vice-president in charge of sales of the Bassick Manufacturing Company, Chicago, manufacturer of Alemite oiling systems for automobiles, has been appointed vice-president of the Illinois Publishing & Printing Company and assistant publisher of the *Herald and Examiner*. More recently he had been associated with Blackett & Sample, Inc., Chicago advertising agency.

Trial Campaign for New Food Products

The Franklin Food Products Company, Columbus, Ohio, manufacturer of malted milk and powdered milk products, has started to manufacture some new products. The company's advertising activities, so far, have been confined to Columbus and Springfield, Ohio. Trial campaigns were conducted in these cities according to E. G. McCoy, of the company, who states that later on it plans to extend its advertising to other territories. The Mumm-Romer-Jaycox Company, Columbus advertising agency, has this account.

Condé Nast to Merge Two Publications

Children's Vogue and the *Vogue Pattern Book*, both of which are published bi-monthly by The Condé Nast Publications, New York, will be consolidated and published under the name of *The Vogue Fashion Bi-Monthly*. This change will take place with the October-November issue of the new publication which will appear September 1.

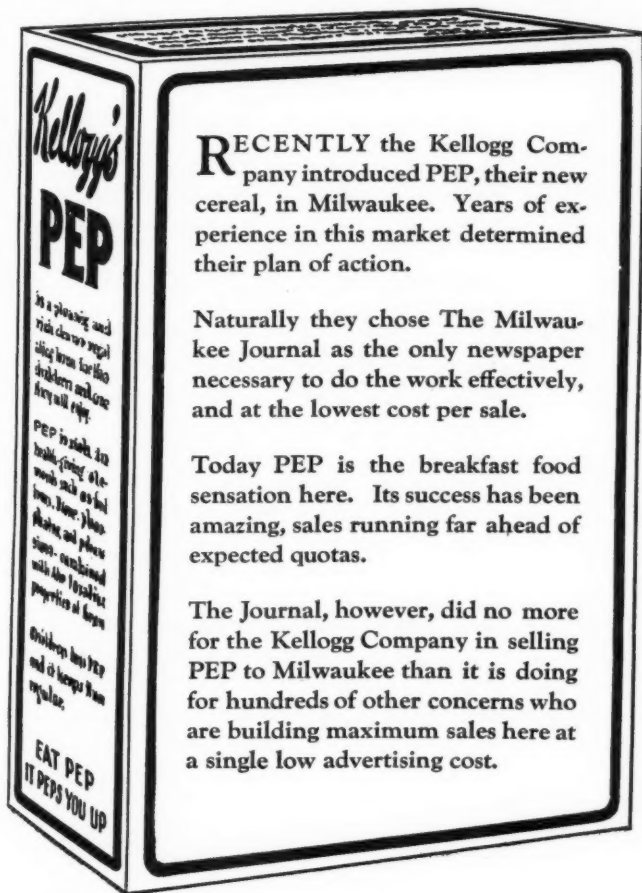
New Advertising Business at Montreal

J. S. Moss, who has been advertising manager of the Canadian Liquid Air Company Ltd., Montreal, Que., for the last eight years, has started an advertising business of his own, at that city. He will continue to direct the advertising of the Canadian Liquid Air Company.

Has New Automotive Fuel Account

The Great Lakes Refining Company, Detroit and Toledo, developer and manufacturer of Cyclo Gas, a new automotive fuel, has placed its advertising account with the Campbell-Ewald Company, Detroit advertising agency.

How PEP Became the Breakfast Food Sensation In Milwaukee



Read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee
JOURNAL
FIRST- by Merit

A few words...a

YES, indeed, the Sunday Chicago Herald and Examiner has enjoyed a circulation of "More Than a Million for More Than a Year." It is unquestionably one of the best advertising investments that any national advertiser can make.



But have you noticed the progress made by the Daily Herald and Examiner?

Chicago Herald

NEW YORK: 1819 Broadway

• about the Daily

DURING the past year the total net paid circulation of the Daily Herald and Examiner has increased from 342,000 copies to more than 368,000 copies.

A year ago the carrier-delivered circulation of the Daily Herald and Examiner was 38,000 copies. Today more than 79,000 copies are delivered by carriers to as many homes . . . and this number is growing conspicuously and consistently every day.

and Examiner

SAN FRANCISCO: Menadnock Bldg.

June Advertising in Chicago

This statement of display advertising for the month of June, 1925, is striking evidence of The Chicago Daily News' leadership in the six-day field in the following important classifications:

AUTOMOBILES		GROCERIES	
	Lines		Lines
The Daily News First.	66,180	The Daily News First.	83,620
The next paper	46,636	The next paper	68,347
BOOKS		HOUSEHOLD UTILITIES	
	Lines		Lines
The Daily News First.	4,364	The Daily News First.	12,513
The next paper	3,470	The next paper	10,871
CHURCHES		"OUT OF THE LOOP" STORES	
	Lines		Lines
The Daily News First.	4,638	The Daily News First.	126,822
The next paper	826	The next paper	64,500
DEPARTMENT STORES		RADIO	
	Lines		Lines
The Daily News First.	541,583	The Daily News First.	9,088
The next paper	239,792	The next paper	8,497
FURNITURE		RESORTS	
	Lines		Lines
The Daily News First.	79,419	The Daily News First.	38,000
The next paper	50,585	The next paper	34,584
TOTAL DISPLAY ADVERTISING			
	Lines		
The Daily News First.	1,289,314		
The next paper	1,124,501		

The position of The Daily News among advertising mediums in Chicago—reaching “most of the people all the time”—is further emphasized by the fact that it leads all other Chicago daily newspapers in the number of “want-ads” printed, the total for June, 1925, being 87,126 as against 81,090, the next highest score.

Manufacturers who wish to establish and maintain their products at the top of competition in Chicago wisely advertise in

The Chicago Daily News

First in Chicago

Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.

The Need of Specific Copy

Manufacturers Who Plan the Printed Sales Appeal as They Do the Sales Approach Are Setting an Example for Those Who Make One Appeal Do for All Classes of Mediums

By Roy Dickinson

ALMOST any publisher could sit down in the office of a manufacturer and reel off to him at some length examples of rank waste in advertising.

The Connecticut maker of straw hats, for instance, does not read the New Orleans newspapers. If he did he might be disconcerted to note a half-page advertisement for which he paid good money, announcing that a certain day was the time to don straw hats, when every sane male had been wearing them for two months.

Equally strange and wasteful things are happening continually, because not enough attention is paid to the buying habits and customs of specific markets. The advertisements are appearing in the newspapers, in the agricultural press and in the business paper field particularly. In this article only the latter field will be discussed. It is there that some of the worst examples of either laziness or carelessness may be most easily observed. It is there that an ever-increasing list of manufacturers are setting an example of farsighted common sense in advertising which is bound to have its effect in improving the methods of scores of others who are now wasting money.

A few weeks ago I happened to see a letter written by a business-paper publisher concerning the copy instructions he had received for the advertising of a manufacturer who had many products to interest the readers of his publication. The copy instructions worried him. His is a paper in the meat-packing industry. The copy was a plate used in a paper in the manufacturing field which urged the reader to keep unnecessary packings out of his stock room. The publisher politely informed the sender of the plate that someone must have con-

fused the use of the word packing with his field, which was in the meat packing industry.

"May we suggest," he said, "that this copy will do you no good and in addition is likely to be somewhat confusing to our readers? We trust it will be possible for you to provide us with copy appropriate to our industry."

The publisher of another business paper told me of turning down a piece of copy, the first of a series, which was addressed to mechanics, while his paper circulated among the owners and executives of iron and steel plants. He made an earnest endeavor to convince the advertiser that he knew his subscribers, but the advertiser, tossing his bunch of keys in the air and catching them nonchalantly, adopted a "take it or leave it" attitude, and the campaign was left out. It would be a simple matter to list a score of other examples—all of them ludicrous and wasteful. Constructive criticism is better. I will therefore pass on to the more pleasant task of showing how some of the others are making effective and specific sales appeals in these publications edited for a specific type of subscriber.

THE CELOTEX SYSTEM

Take the Celotex Company as one good example. Here is a company making a product for the home builder, insulating lumber. In its advertising to the general public this company has used the interesting copy which points out that an Eskimo can heat his igloo with a little whale oil lamp because no heat escapes. In its business-paper copy it has operated on the principle that it pays to invest the time, trouble and expense necessary to make a specific appeal to the primary interest of the readers in each

field. Thus, in a bankers' magazine the company assumes that while the banker may be interested in many things, his primary interest is in loans and the security for loans. Thus the company's advertising in such publications says, "Safer Loans on Celotex Houses." It points out that houses built with Celotex have certain definite advantages which make them sounder investments. It asserts that the tenant of a Celotex house saves enough money on fuel each year to pay a good share of the interest on several thousand dollars, that the material reduces depreciation and houses in which it is used have a better resale value. The banker is told to ask his architect to tell him more about this, and a coupon entitles the banker to a booklet addressed specifically to him, "The Hidden Comfort of Costly Homes."

In all the company's other trade-paper advertising in the real estate, carpentry, lumber, building and other fields, the same principle of primary interest is carried out. In explaining the policy of primary interest first, O'Neill Ryan, Jr., advertising manager of the company, says:

"We have found it not only profitable but almost essential in order to produce effective results that our trade-paper advertising be considered of sufficient importance and value to justify any normal expense necessary to have special copy, layout, art work and the like made for the advertising appearing in these mediums. It has been our experience from actual field observation and work with the sales force that copy of this kind should be considered exactly like a personal sales approach. We would not use the same verbal arguments to sell a contractor as we would use to sell a dealer, speculative builder or architect. We would naturally use different selling arguments to educate a banker or a loan company on the value of Celotex in the construction of buildings upon which they are making loans. Therefore we use different copy in our advertising to them. Naturally in every instance our gen-

eral sales story is very similar, but the principal sales points that are of greatest appeal to the purchasing factor we are endeavoring to sell are always stressed in our copy."

While it is easy to exaggerate the importance of direct inquiries in judging the value of advertising, especially in copy in which only a small portion of the space is devoted to a direct bid for replies, nevertheless, they do have a certain value in comparing a new type of copy with a style which has preceded it. In this connection Mr. Ryan says:

"It might be noted that the inquiries we receive from trade-paper advertising of this nature are far greater in number than those we received in the past when our trade-paper advertising was more or less general in character."

THE QUESTION OF COSTS

I am glad Mr. Ryan brings up the matter of cost. A supplementary article might be written on this subject alone. Several of the letters I have received from publishers, advertising agents and manufacturers touch on it. Whether there should be extra compensation for such work, whether the advertiser has time and money enough to go to all the trouble necessary to study each particular field and fit his copy to it, whether it is not much simpler and cheaper to release the same copy to all publications of a certain page size—these are some of the questions that have been fired at me. I think Mr. Ryan answers them. It is just as if a manufacturer asked whether it would pay a salesman to take a train to see Dave Burns out in Elkhart and try a new sales argument on him. The only question is how much the customer is worth in purchasing power. Who pays and how far more effective advertising which increases results is a matter for each manufacturer to discuss with his advertising advisors.

So much for that side of it. Celotex is only one of an ever-increasing number of advertisers

who are doing constructive work of this kind. The same publisher who had the trouble about packing rings in the meat field offers the advertising of the DuPont company as a good example. In a page of copy on Cellophane in his publication headed, "Quick sales in unit wraps of Cellophane," DuPont claims there's something about the clear bright sparkle of your product when wrapped in Cellophane which says 'cleanliness.' Meats in this transparent wrap, can be attractively displayed on top of counters where quick sales are assured." It goes on to point out that the company's product being grease-proof and dirt-proof, affords complete protection and eliminates danger of contagion.

The publisher says about this advertising directed to his subscribers, "I may say this Cellophane advertising is just as expert as if it had been written in our own office."

The publisher of periodicals in the building supply field sends me a page advertisement of Johns-Manville asbestos shingles as a good example of specific copy. He says, "I don't know of any better example that we could offer by way of commendation as to the proper use of business-paper space." This page directed to dealer distributors offers an ingenious example of talking the prospect's own business. It is headed "9 Sales Stories." After eight incidents such as "Mr. W. M. Carter of Laurel, Miss., usually has about two asbestos shingle jobs a week. One month his contracts totaled over \$10,000 and they're still increasing," and "Mr. John C. Muller of Asbury Park, N. J., recently got a phone call at 1 P. M. from a man who had seen an advertisement. At 2:30 he sold this man \$1,400 worth of re-roofing," the company comes to sales story number 9.

Instead of merely adding another, a ruled space is left and within it is the following in bold face type "Right in here there's room for your story—what shall we say about you?"

Retailers like to have their busi-

ness methods commended by a big manufacturer. The Johns-Manville method gives a list of them this pleasure, and is continually adding to this list by its invitation in the last paragraph.

A look through any issue of the trade and business press offers other excellent examples. The Vacuum Oil Company, for instance, in publications reaching mine operators is running a series of problems in type without illustrations. "How can mine ventilation be safely maintained?" it asks. The solution in terms of the mine-owners' primary interest touches on dependable operation of the ventilating fans, the power saving and long life of their bearings, which in turn depend upon correct lubrication. Then Gargoyle oils and greases come in for mention, after the copy has first talked, much as a skillful salesman would, in terms of the other man's business. In a publication going to owners interested in power transmission, the company points out that more than a billion dollars in profits and dividends in American industry were allowed to be dissipated because the average plant manager accepted average power plant practice. In all its advertising in the trade and industrial press this company offers to send its experienced lubrication engineers to "your mine" or whatever the field may be, to discuss details of operation and how the company's oils and greases can bring operating economies into specific problems.

Goodyear advertising in a paper in the coal field, after telling that its air drill hose is non-kinking and oil-resisting, says "these Goodyear products are specially designed and built in accordance with expert analyses of the coal industry." The reader is told that the Goodyear technical man will furnish him records of specific performance in the coal industry. The Jeffrey Manufacturing Company tells of the sort of conveyors which make it possible for coal to be readily cleaned. The Hyatt Roller Bearing Company, which has long operated on the principle

that it pays to make a specific appeal to each field, is using the testimonial plan in some of its business-paper advertising this year. Thus, one advertisement is headed "the best that Seneca ever used" and in the copy it is told how the cars of the Seneca Mines at Broken Arrow, Okla., acted under the shock loads imposed by the great steam shovels. The letter from Broken Arrow brings out other advantages about the mine cars equipped with Hyatt Bearings, including the fact that the bad habit of track jumping had been almost eliminated by the new cars.

TESTIMONIALS ARE VALUABLE

It is not nearly so simple to dig concrete testimonials out of the files and adapt them to copy pages in the particular publications going to each field as it is to shoot the same plate to all, but it makes far more effective and believable advertising than the general claims and unsupported promises issued by some of the intellectually unemployed who are still with us in number. The National Carbon Company gains attention in a railway signal magazine by the heading "Previous Practice brought to a full stop." It talks the language of the train operator in the rest of the copy also and gets over its specific message on the primary interest principle. Westinghouse, General Electric and many of the other big advertisers in the various industrial fields are doing good work in a big list of trade and industrial papers. Many of these companies found it pays them to maintain separate advertising departments to study this wide field and adopt the sales angles appropriate to each.

The Crane Company, of Chicago, is doing a good job in the oil field. The Budd Wheel Company, the Autocar, the Ford Company, and Ingersoll Rand are others which have done some specific selling copy in the field of oil where much more remains to be done. A publisher in the school field lists eleven concerns advertising in a recent issue of his

publication, all of them with a market in other fields, which have taken the time and trouble to make a special appeal to his market. His list is: Valentine & Co., Bonded Floors Co., Detroit Steel Products Co., Stedman Products Co., Norton Co., Library Bureau, Chamberlain Metal Strip Co., James B. Clow & Sons, International Time Recording Co., Columbia Mills, Inc., Herman Nelson Corporation.

A list of this size in one issue of a publication, all of whom decided it was worth while to discover what the readers of the publication were interested in and make their appeals along the same line, is a fair indication of how general is the tendency. Both the advertiser and the publisher are interested in seeing to it that the advertising copy is intelligible to the readers of the publication, that it does not confuse them, that it talks their language. To discover the primary interest of the readers of a certain publication does not require any vast amount of research and then too there are always salesmen willing and eager to tell the advertiser about this primary interest. There can be no argument that intelligently aimed advertising is far better than that which is shot at random like the blank cartridge fired from an upper window by a drunken sailor on the Fourth of July. It is high time that some of this preventable waste due to laziness, inability or a false conception of economy, was called by its right name and stopped. Consider this one shot in that direction.

F. W. Kellogg Sells Interest in Los Angeles "Express"

F. W. Kellogg has sold his interest in the Los Angeles *Express* to Guy C. Earl, Jr. Mr. Earl and Mr. Kellogg, together with Edward A. Dickson, editor, have been associated together in the ownership of the *Express* and a number of daily newspapers published in communities close to Los Angeles. This transfer gives Mr. Earl a controlling interest in the *Express*, of which he becomes president, and Mr. Dickson, vice-president.

Mr. Kellogg takes full control of the chain of newspapers published in the adjoining cities and towns.

What the Financial Editor Says about the Philadelphia Market

Following is a reprint from the financial page of THE EVENING BULLETIN of July 14th:

Most decided evidence yet presented that money is flowing into industrial and business channels on a scale not before witnessed this year was seen in the statement of the Philadelphia Clearing House Association today, which reported a reduction of \$15,800,000 in deposits at the same time loans increased \$2,500,000. The latter item is now within \$13,000,000 of the peak of the year, scored on April 13, and is \$77,700,000 ahead of the corresponding period a year ago. This emphasizes the extent to which low money rates has encouraged borrowing.

Still more significant, in the opinion of the financial district, is the contraction in deposits. For many months funds have been piling up in the vaults, and bankers have been hard put to it, to find profitable employment. Aggregate of deposits of all three classes—bank, individual and time—of Philadelphia institutions belonging to the Association is \$865,300,000, against \$790,100,000 in the same week last year, an increase of \$75,200,000.

Advertising takes hold more quickly when money is flowing freely, when the public is in a buying mood.

Philadelphia is a particularly attractive spot for your advertising campaign.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



526,796 copies
a day

Net paid average circulation for six months ending March 31, 1925.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)

Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard

San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

Kansas City, Mo.—C. J. Edelmenn, Verree & Conklin, Inc., 1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

Gearing the News of C to the E



In any city having an efficient afternoon newspaper with Associated Press Service, news is no longer news, but history, before it is a day old. Cincinnati is such a city and the Times-Star is the newspaper. Six afternoons every week the Times-Star brings the news of the world into every native, white, literate household in greater Cincinnati, sixteen hours before the morning newspapers are on the streets.

And in Cincinnati the day's news is not complete unless it is geared to the business of the coming day by

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

of One Day he Business of the Next

means of display advertising that tells the people where they can purchase the merchandise and services essential to their comfort and convenience.

Because the Times-Star has dominant family circulation, because it reaches these families in the reading hours when the shopping plans for the next day are being made, and because it has the confidence of its public the Times-Star naturally has also the confidence of the advertisers who do business in this great market. Its dominance in display advertising is no less pronounced than its leadership in local circulation.

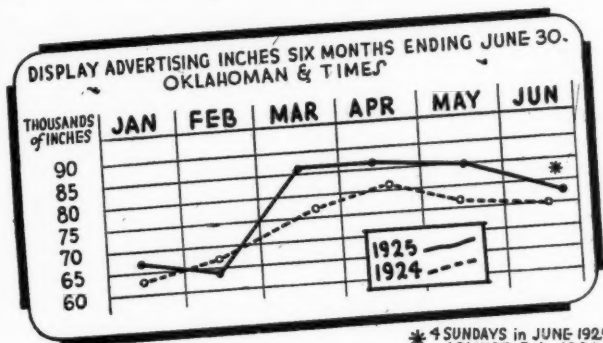
This advertising dominance is not confined to any one or two classifications. It is equally decisive in all the classifications that make their appeal to the great buying public—food, clothing, department stores, drug stores, dry goods stores, boots and shoes, men's furnishings, electrical goods, hardware, gift shops, tires and automobile accessories, musical instruments, radio, furniture, household appliances and the like.

Neither is this advertising leadership confined to any one year. It has been maintained consistently for eighteen consecutive years without a single break and it is more pronounced at the present time than at any time in the past.

I TIMES-STAR

Member of Audit Bureau of Circulations

*Almost every business
in Oklahoma has a
gain as great as ours!*



SALES OPPORTUNITIES IN OKLAHOMA HAVE BEEN GREAT ALL YEAR, AND PROMISE TO BE GREATER THIS FALL—SOUND MERCHANDISING CO-OPERATION AND THE LARGEST CIRCULATIONS IN OKLAHOMA ARE AVAILABLE THROUGH THE OKLAHOMAN AND TIMES

The DAILY OKLAHOMAN

(MORNING AND SUNDAY)

OKLAHOMA CITY TIMES

(EVENING)

OKLAHOMA CITY, OKLAHOMA

Represented by E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

"—But You Can't Sell Ginger Ale in Winter"

However, We Thought We Could and We Did

By P. M. Boggs

Vice-President and Sales Manager, Canada Dry Ginger Ale, Inc.

MOST of us have keen admiration for the pioneer. And the pioneer deserves admiration. No one appreciates more than we the cold chill one encounters when attempting to shatter tradition and tackle a problem the solution to which is not only problematical but shrouded in darkness.

We admit frankly that in September, 1923, when our sales volume showed signs of wavering, we went through all the sensations which all pioneers must experience. A huge manufacturing plant had just been installed which required seven times the volume previously sold. Opposed to this was the approach of cold weather, with its traditional dip in sales volume which confronts so many in the beverage industry.

There are several soft drinks which have scored success in flattening out the yearly sales peak and valley because they appeal to quite a considerable class as winter drinks—but ginger ale has always been associated with hot weather, tall glasses, tinkling ice, a straw, etc.

We knew it was customary for most manufacturers producing ginger ale to withdraw their sales efforts to a great degree during the months of October to March, and restrict their production volume to the point where operations would produce stock merely sufficient for a reserve to be held until hot weather. But restricting our production meant the depletion of a trained manufacturing force. Most manufacturers agree that peak production plans with consequent labor turnover are anything but satisfactory and most certainly economically unsound.

There was only one course left open for us to pursue—create a new market or develop and educate the public to a new taste—that of

ginger ale in cold weather. Not desiring to open new markets until the New York territory had been covered, we found ourselves suddenly pushed into the position of the pioneer who has to go ahead and tackle the unknown. Had we been trained in the beverage industry, we probably would have sat back and prayed for an open winter, then started to work the South and West. But our training had been along the lines which develop a keen desire to know the "why" of it—a resultant eagerness to try new methods even at a considerable financial risk. So we started.

Examining the sales records of the J. J. McLaughlin Company, Ltd. of Toronto, Canada, at that time the parent company, it was discovered that for thirty years it had been selling Canada Dry, and that, while the peak at the summer was most marked, still, there was a substantial volume during the winter. The natural conclusion was—if folks would drink Canada Dry in even appreciable quantities in Canada, during the winter, they certainly would do so here.

We were encouraged to demonstrate the wisdom of this reasoning because of our very interesting experience during the first few months when entering the metropolitan New York market. As any manufacturer who depends to a great extent upon good weather knows full well, the spring of 1923 was one of the most disagreeable, cold and rainy seasons in many years, particularly the months of April, May and June. The writer remembers one well-known resort hotel man who said that during his twenty-five years' experience, the bookings at his house had never been so low; moreover, real estate men were

unanimous in their statements that seashore rentings were almost nil. To a certain extent, this raw, chilly weather paralleled the weather usually encountered in October and November.

Our sales efforts began in March, 1923. Learning of the traditional valley in ginger ale volume during the winter, we started to make a very thorough survey of all classes of ginger ale drinkers to determine why they stopped consuming ginger ale in cold weather. As before stated, this survey started during weather that approximated winter and consequently, first-hand knowledge was available as to the average consumer's reaction.

Sixteen hundred people were interviewed and sampled, ranging in age from school children to grandmothers—from jobbers and dealers to all classes of consumers. Much to our surprise and wonderment, we found that 98 per cent of them liked Canada Dry, and asked for more. Bear in mind that this survey and sampling were done when overcoats and furs were still keenly needed. Consequently, we argued if Canada Dry was palatable and enjoyable in March and April, why should it not be so in October and November? Well, why not? Surely there was nothing in it to make it unpleasant or undesirable in cold weather.

Ginger is recognized by the medical profession as a mild stimulant and it just stands to reason that with its delectable flavor it should make a desirable drink in cold weather. Arriving at this conclusion definitely, we started to revamp our sales and advertising campaigns. Necessarily, we had to start with an educational campaign because the average consumer had to be told in a very convincing way that Canada Dry was good to drink when the chilly autumn days approached. Our first step was to charter large advertising space in metropolitan newspapers. The copy for this campaign was revolutionary. It told a new story—a successful story—a fascinating story—a romantic story, if you please. The illustration was at-

tractive and the copy itself teemed with persuasive appeal.

The winter bugaboo was approached stealthily, but surely, early in the season. Sincerity and common sense, mingled with charm in entertaining, were written in every line. Thanksgiving, Christmas and New Year's inspired fitting copy. These advertisements told a story of merry making, cheer and hospitality with just enough suggestion of romance and mystery woven into the Canada Dry appeal to whet the imagination and the desire to taste this beverage. Let me quote from our Thanksgiving advertisement of November 25:

"Lift the Glass and Drink a Toast in the Aristocrat of Ginger Ales!"

Faint perfume—mellow light on napery and silver—the joy and urge of life—the ripple of low laughter.

Thanksgiving! Thanks for the abundance of the year! For harvest and for home! For friendship, and the refining glow it casts upon all the relationships of life! For love! A toast! A toast!

Glasses up! Thanksgiving!

An appeal like this for ginger ale for the Thanksgiving table was unknown in beverage history. The same can be said for the piece of copy which follows:

The lore which enters its making is akin to the lore of the wine makers of France—a formula and process handed down from father to son. Only three men know the secret of its charm and vivacity, its mellow glow and friendliness.

You will find in Canada Dry a stimulation and dryness like that of mountain air. An authentic exhilaration, persuasive and alluring. It is the Champagne of ginger ales!

Then taste it! Here is a flavor that intrigues your taste—a delightful, refreshing flavor that is unlike that of any other ginger ale you have ever tasted. Aristocratic in its "dryness!" Mild, but gay and vigorous! The essence of youth and laughter, magically imprisoned in a beverage.

Is it any wonder after such a word picture the consumer responded in a very gratifying way! The actual result, in fact, was that although the sales in October, 1923, had fallen off approximately 200,000 bottles, with the breaking of the first full-page advertisement on November 25 there began a sharp upturn so that by the end of that month, the largest volume

Just one of nearly 300
national accounts (other
than medical) carried
exclusively in Indianapolis
by
THE INDIANAPOLIS NEWS

FULL Havana Filler



*Remember
the finest cigar
you ever smoked?*

... somewhere—sometime—
you probably smoked a cigar,
so sweet, so mild, so mellow
that you've just dreamed of
another like it. You'll find it
in the Robt Burns Panatela.
The FULL Havana filler is
from the finest crop since 1915
a true, steady-dist cigar.

Robt Burns

PANATELA
10¢

PERFECTO
2 for 25¢

INVINCIBLE, 60—
15¢

STAPLES
10¢

Preference among national advertisers for The News in Indianapolis is growing. In 1920, The News carried but 45% of the total national advertising appearing in Indianapolis newspapers. This was a splendid record. But this preference grows. Last year for instance, national advertisers purchased more space in the 314 issues of The News than in the 680 issues of all other Indianapolis newspapers combined.

THE INDIANAPOLIS NEWS

Frank T. Carroll, Advertising Manager

New York Office, Dan A. Carroll, 120 East 42nd Street

Chicago Office, J. E. Lutz, The Tower Building

of sales for a single month was recorded. December equalled August while January exceeded July by 225,000 bottles. February was even larger than August. Then March showed a tremendous increase, being twice as large as any month in 1923.

We proved conclusively that Canada Dry was a drink for all the year. The trials and tribulations of pioneering we went through were many times offset and compensated for by the filling in of the winter valley so that it almost reached the summer peak.

This volume was secured primarily from a market approximately within a radius of 250 miles about New York City. In 1924 we extended our activities from Maine to Florida and as far West as Buffalo and Pittsburgh.

Still following our winter appeal in the fall of 1924, our monthly sales volume in October, November and December did not vary by 1,000 cases of fifty bottles each with our June and August figures. In February, 1925, our sales were the largest in our history, exceeding July, 1924, by 10,000 cases and actually six times as much as July, 1923.

There was nothing spectacular or showy in the method to secure this winter volume. We believe we are reasonably conservative in saying most any manufacturer with a seasonable summer product can duplicate and, very probably exceed, the results we attained. It meant planning a campaign, both sales and advertising, which was thoughtfully, carefully worked out—checked and re-checked—and then, when put into operation, followed through in every detail with enthusiasm and vigor.

Every dealer was given up-to-the-minute merchandising plans which told of the possibilities of selling Canada Dry in cold weather. Literally hundreds of dealers cashed in on these new and revolutionary selling methods and convinced themselves, through the cash register, that Canada Dry was not only a summer drink but one that folks liked to buy and use when the air was keen and nippy.

Pine Manufacturers Planning Second Lap of Campaign

The second year's schedule of the three-year campaign of the Western Pine Manufacturers Association is now being drawn up. According to present plans, large space will be used in architectural and building publications as well as in a number of general publications. This association consists of fifty mills which handle pine grown in the Northwest.

Formerly the output of these mills was marketed under a variety of names, but at the beginning of the present campaign the trade name "Pondosa Pine" was adopted. Along with it was adopted a symbol consisting of two "P's" drawn back to back, simulating a pine tree. All lumber turned out by the fifty mills is now marketed and advertised under this trade-mark and trade name. The purpose of the three-year campaign is to impress architects, builders and the general public with the value of Pondosa Pine for practically all building purposes.

The campaign is being directed by the San Francisco office of N. W. Ayer & Son.

J. B. Dunn, Manager, Hathaway Company

John B. Dunn has been appointed manager of The Hathaway Advertising Company, New Bedford, Mass., outdoor advertising. He succeeds John J. O'Carroll who has been transferred to the Springfield Advertising Company, Springfield, Mass., an affiliated company, where he will act as assistant to the president, Gordon H. Seymour.

New Accounts for Power, Alexander & Jenkins

The following have placed their advertising accounts with the Power, Alexander & Jenkins Company, Detroit advertising agency: Commercial National Company, Detroit, land contracts and mortgages; Detroit Industrial Vehicle Corporation, gasoline trucks for milk delivery; George F. Minto & Company, Detroit, wholesale clothing; Misner Manufacturing Company, toilet preparations, and the Niles Manufacturing Company, Ypsilanti, battery chargers.

Frank Presbrey Agency Ap- points L. V. Spencer

The Frank Presbrey Company, New York, advertising agency, has added Leslie V. Spencer to its staff as an account executive. Mr. Spencer was recently advertising manager for W. & J. Sloane, New York.

Clair Maxwell, Vice-President of "Life"

Clair Maxwell, advertising manager of Life, New York, is now also vice-president of the Life Publishing Company.

IN making up a gas appliance advertising schedule, you might not think first of the Condé Nast Group, but rather of mass magazines.

Yet the General Statistician of the Consolidated Gas and Electric Company of New York says that in towns below 10,000 population gas manufacturing plants cannot be operated at a profit. It needs 13,000 to 15,000 population, 6,500 to 7,500 consumers, and a 24-hour manufacturing day.

There are only 485 cities over 15,000 population.

The Condé Nast Group has 45% of its circulation in cities of 100,000 or over; and only 25.5% in towns of 10,000 or less.

Mass magazines reverse these percentages. One of the most famous has only 20.5% of its circulation in cities of 100,000 and over; and 56.5% in towns of 10,000 or less, *where it is not profitable to operate a gas plant*. Others have even more unfavorable ratios.

Would you advertise music to the deaf? Movies to the blind? Gas appliances to towns where there isn't gas?

Or would you look into the facts, and advertise first in the Condé Nast Group?

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations

Well enough is not good enough
for selling WOMEN'S WEAR

WOMEN'S Specialty Shops, particularly in New York, cannot afford to theorize about advertising.

With their margin of profit depending on a turnover of five or six times a year, the mediums they use must produce a profit—or quit. Every day's sales tell the story. Well enough is not good enough. Either the newspaper sold goods or it didn't. It is alibi-proof advertising.

That is why it is important for every manufacturer who wants to sell anything to women from cloaks to corsets to study carefully the way the local women's wear stores use newspapers in this market.

For example:



The New York
Evening Journal
publishes more

**WOMEN'S
WEAR**

advertising than
any other New
York paper.

NEW YORK

Largest Evening Circulation

**How WOMEN'S SPECIALTY SHOPS
invested their advertising money in
New York papers**

1924 and 1925 (six months)
(Evening Post Statistical Figures)

	Whole Year 1924	Six Months 1925
JOURNAL	1,554,350	999,448
Times	1,346,442*	734,782*
Sun	996,498	501,700
Evening World.....	735,804	418,160
News	573,638*	397,594*
American	524,176*	303,962*
World	401,954*	206,146*
Herald-Tribune	379,908*	227,422*
Mirror	190,774	202,568
Telegram-Mail	148,984	38,712
Post	110,968	37,476

* This includes Sunday—a seven-day total.

EVENING JOURNAL

in America—and at 3c a copy

They can't
read IT
if they
don't
see IT

facts!

The *daily* Star has the largest circulation of any Indianapolis newspaper on the rural routes in the prosperous surrounding Indiana territory.

The
INDIANAPOLIS
★ *Star*

Why Neglect the Small-Town Dealer?

New Buying Conditions Afford Ideal Setting for Intensive Development
"Out in the Sticks"

By G. A. Nichols

IN an Iowa town of 3,500, situated in the midst of a rich farming section, it is impossible to buy a talking machine record.

A few years ago, the local furniture dealer sold records, together with a considerable list of other musical goods. He discontinued all of them on the principle that "they take up too much valuable room that could best be devoted to the display and sale of other kinds of merchandise."

The hardware dealer tells a similar story.

These two stores took on musical goods after a piano dealer closed out his business. It has been a long time, of course, since any retailer has offered a piano for sale in that town. The people have purchased many but some nearby city dealer has got the business.

The natural reaction on observing these conditions in this community and plenty of others like it is to say, offhand, that the small-town market for musical goods has caved in since the advent of radio. This is not the cause here. The hardware and furniture men made their declaration of independence while radio was still a dream.

Where did they get the idea that caused them to refuse to stock merchandise which their customers were ready and willing to buy from them and which they bought elsewhere?

Plainly, they got it from the workings of the inferiority complex possessed by many small dealers. They got it because they admitted themselves to be licked in advance by the city store. They got it also—and here is the point of the present discussion—through the apparent neglect of manufacturers to sell them sufficiently on

the goods. Most likely, another contributing factor was the failure on the part of producers to cultivate the market for their goods in that section.

The incident, which is typical, brings up two questions:

Is the small-town store slipping?

If so, what is making it slip and what can be done to bring it back?

The Iowa matter is related here not with any disposition to pick on the music trades, but as an illustration of a fairly general situation. Similar remarks could apply to a surprisingly long list of goods.

Take electrical household specialties.

GEIER NEGLECTS SMALL TOWNS

James L. Mahon, merchandising manager of the P. A. Geier Company, of Cleveland, tells **PRINTERS' INK**: "We have done so little in the smaller places" that the company has not yet been able to ascertain whether it pays to cultivate the small-town market intensively.

"Our principal sales work," says Mr. Mahon, "has been concentrated on cities of 25,000 or over. This has kept us pretty busily engaged. Our products (mainly suction cleaners and electric washers) are specialties that demand personal salesmanship. And so far as our limited experience in the small-town store goes, we have up to the present time, been able to get more out of a definite amount of effort put in the larger place. But, of course, under the circumstances we cannot consider this as a definite guide."

The Wahl Company of Chicago, maker of Eversharp pencils and Wahl pens, says that "ours has always been a proposition which

went over better in the larger city stores" and accounts for its conviction by remarking that "perhaps this is so because we did not become a national factor until after the small towns had reached their present stage."

Is the rural merchant, so-called, being eliminated to a very large degree? Or, to put it another way, has the small-town retailer become a victim of modern conditions to such an extent that he is gradually, but none the less surely, giving way to the city retailer and the mail-order houses?

Secondly, now that it is so easy, owing to automobiles and good roads, for the farmer and small-town resident to go to the larger centres to do his buying, is the small-town retailer worth bothering about after all? In other words, can the manufacturer sell just as much merchandise by devoting most of his attention to the cities and thereby save the money it would cost him to sell to the dealer in a small town?

CAUSES OF SHRINKAGE

Undoubtedly, dealer business in the small town is shrinking in total, due to the following causes, mentioned in order of their relative importance:

The automobile and paved roads.

Lack of selling effort by manufacturers in small-town and rural districts.

Competition of the mail-order houses.

The wider range of selections offered by city retailers.

And lastly (although this perhaps is not so potent) the educated tastes of the people.

"It seems to us," says S. C. Jones, an official of James S. Kirk & Company, manufacturers of soaps and perfumes, "that these five considerations practically describe the situation with reference to the small-town dealer. Particularly is this true of automobiles and good roads which are changing the character of the country. There is no question as to the influence of these two factors. It is our belief that the effect of the automobile dominates all other ele-

ments in the elimination of the rural dealer to a considerable extent."

The vice-president of a large spark plug manufacturing concern is emphatic in his assertion that the small-town merchant is losing out because of the reasons just mentioned.

"It is quite natural," he says, "for those living in smaller towns to shop in the larger centres where they have a better variety of stocks to select from. They reason on the same basis as those living in the outlying districts of metropolitan cities who flock to the downtown department stores rather than trade in their neighborhood stores. It is human nature to follow the crowd and to be attracted to places where there is greater excitement and activity. Improved transportation makes this possible. The farm dweller and the small-town resident seek wider selections of merchandise because their tastes have been educated. All of us have been educated in the same way. The standard of living of every one of us is higher today than it was ten years ago. We want more and better goods. And it is inevitable that we should go where these goods can be found."

The outcome of the condition mentioned by the spark plug maker is that the old-time cross-road merchant is practically gone except in some remote sections and that the small-town retailer is much less of a force in merchandising than he was ten years ago or even five years ago.

Now, coming to a discussion of the worth-whileness of the rural and small-town dealer as an outlet to be cultivated for local selling purposes, let us try to get at the reason for all this. The combination of the good road and the automobile was not the force that made the city dealer a good merchant. It is the means through which the people in the country have been enabled to avail themselves of city facilities. The city man, beset with strong competition on every hand, has been forced to run a real store. And now this

THE NEWS OF HARPER'S BAZAR

JULY 30th, 1925

PARIS INVESTS 1,508,850 FRANCS IN AMERICAN FASHION MAGAZINE

*A New Development in Foreign Advertising
that is Really Amazing*

The development of Paris advertising in *Harper's Bazar* offers facts of interest to every advertising man, whether he is directly concerned with the field of fashion or not.

It started with two pages in the April, 1924, *Harper's Bazar*. At first these advertisers were cautious and rightfully so. The French are thrifty; and the first advertisers in an American magazine were bold adventurers in strange waters.

For the first six months, no one except Jean Patou, a Frenchman with a decidedly American flair for publicity, and also the fabric house of E. Meyer et Cie who used a full page, used more than a twelfth page. Few of them contracted to use space for more than six months.

At the end of this period, however, these French advertisers, finding that the advertising had paid them both in prestige and in actual sales, began to increase their space from twelfth pages to quarters, to halves, to full pages, on a basis of from one to two years.

An excellent example is the leading Paris house of Lucien Lelong who started with twelfth pages. He

tried a full page in last October's *Harper's Bazar* and, as a result, is now using a page in every issue. He told Mr. Sell, the editor of *Harper's Bazar* recently in Paris, that his advertising in American magazines, inspired by the success of his advertising in *Harper's Bazar*, has been a most profitable investment.

Several of the Paris advertisers have now contracted to use double pages in *Harper's Bazar*, including Vionnet, Worth and Lanvin.

One of the most interesting phases of this unusual development is that several Paris advertisers like Lucien Lelong are now using three or four American magazines, following the success of their first advertising in *Harper's Bazar*. It is of course a development that is all the more important because it is not confined to one magazine.

In *Harper's Bazar* alone, however, these Paris houses to date have contracted to spend 1,508,850 francs—a sum that is in excess of anything they have heretofore spent in any magazine printed in the English language, either in America or in England.

Harper's Bazar

2/- IN LONDON

50c

10fr. IN PARIS

'A CLASS MAGAZINE IN A CLASS BY ITSELF'

store is accessible to consumers for many miles around.

But if the good road runs away from the small town, it also runs to it. John Garver, over in Strasburg, Ohio, in the very shadow of Cleveland as it were, has found this out. Garver's sales are more than \$1,000,000 each year. He has a tremendous farm trade as well as much from surrounding small towns. The fact that people will drive to Strasburg from communities of the same size or even larger to buy goods from Garver shows that the lure of good merchandise and fair prices is more important than the glamour of the city. It shows that people will be drawn by a real store and that it makes no especial difference to them where the store may be located.

The automobile, then, is really something that can aid, rather than retard, the small-town store. Many country retailers have seen this with the result that, today, they are even more efficient competitors of the city retailers than formerly.

"Two or three automobile trips which I have taken within the last year to study rural stores," says G. D. Olds, Jr., sales manager of the Hills Brothers Company, New York, "have brought me many surprises. I have encountered much up-to-dateness, sales efficiency and general business breadth in some of the small-town dealers.

"Such dealers as have not profited by these opportunities are unquestionably suffering from a shrinkage in business. As for the educated tastes of the people, I would say that they can be satisfied by the local dealer if he is alive to the situation. In Luverne, Minn., for example, there is a general store which must be doing a business of more than \$1,000,000 annually, drawing its customers from fifty miles around. Its display fixtures, clothing styles, windows, and furniture are all suggestive of the most up-to-date city department store. Such a dealer must be serious competition for the department stores of Sioux Falls and Mankato and even of

cities farther away and yet his town is rated at some 2,700 people. There are many examples of this kind through Minnesota and the Dakotas, as well as in Nebraska and Wisconsin. I cannot see wherein such men have a great deal to fear from city stores or mail-order houses."

There is another side to the automobile influence that is making itself strongly felt in most of the larger trading centres. This is the growing congestion and the scarcity of parking accommodations. It has got to be almost as much of a nuisance to drive into a large town and buy some goods as it is to buy them by mail.

Great department stores in cities such as Chicago are feeling this condition keenly. Not so many years ago, the principal trading of all the Chicago area centred downtown. Now, it is working out to the neighborhoods and the suburbs. People refuse to undergo the physical discomforts of driving into the downtown district to shop. It is a more trying experience than a hard day's work.

AN INTERESTING DEVELOPMENT

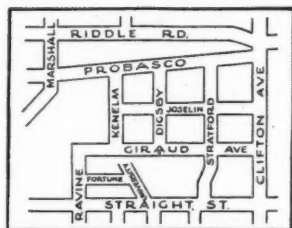
The outcome, during recent years, has been the establishment of sizable department stores in Chicago neighborhoods and suburbs where the trade can easily reach them—stores such as Wieboldt's on the North West side; Loren Miller & Company in the Wilson Avenue district and Lord's and Rosenberg's in Evanston. One clear-thinking manufacturer declared to this writer the other day that he expected to live to see the time when great Chicago retail firms such as Marshall Field & Company would operate their present downtown establishments as branches and that the main stores would be farther out.

This shows that the city dealer by no means has a monopoly on the advantages coming from the modern way of doing things and that the country retailer is more a victim of his own lethargy or inefficiency than of circumstances.

In short, the influences that are
(Continued on page 41)



In this section of Clifton Heights, for example, are 187 residence buildings. Here 139 Enquirers are delivered every morning.



N. B. This advertisement is one of a series appearing as a full page in *The Enquirer*. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, *The Enquirer's* coverage of the district is shown.

I. A. KLEIN
New York
Chicago

R. J. BIDWELL CO.
San Francisco
Los Angeles

THE CINCINNATI

"Goes to the home,

Mrs. Clifton Heights

*... mother of two students
and still a college girl herself*

At football games, she cheers as enthusiastically as the students. Especially when a certain husky youth carries the ball. She attends the college shows, and when a certain demure lass dances, her eyes shine with pride.

She is Mrs. Clifton Heights, neighbor to the University. The football player is her son, the dancer is her daughter. But in spirit, she is really an undergraduate with them.

And she carries this youthful enthusiasm into all her activities. Her bridge club dotes on her presence. Attendance at Mothers' Club meetings is heaviest when she talks.

In keeping with Mrs. Clifton Heights' active, modern life is her interest in The Daily Enquirer. And, of course, her neighbors follow her lead. To this thriving community, which includes 1,793 residence buildings, 1,376 Enquirers are delivered every morning.

When you remember, Mr. Advertiser, that this coverage is duplicated in every buying district of the city, these figures become added proof that in The Daily Enquirer you get a full dollar of advertising value for every dollar you invest.



8 A.M.



ENQUIRER

stays in the home"

Getting Results at a Low Cost

When the California White and Sugar Pine Manufacturers' Association wanted to get its interesting 48-page booklet, "Pine Homes," before prospective home-builders, four national magazines were selected. BETTER HOMES and GARDENS was one of the four. This paragraph from a letter written by Austin Black, Advertising Manager, proves the wisdom of including BETTER HOMES and GARDENS:

"We are using three other national mediums with the same campaign. In one it costs us nearly four times as much to get our booklet into interested hands; in another three times as much; and in the third the cost per inquiry is considerably over twice as much as in your magazine."

Many other nationally known advertisers, such as Sheetrock, Ruberoid, Oak Flooring, Eternit Roofing, are finding BETTER HOMES and GARDENS reaches a responsive market of substantial homes. Go after your share of this available business!

Better Homes and Gardens

E. T. Meredith, *Publisher*

Des Moines, Ia.

700,000 Net Paid

causing the country dealer, taken as a whole, to be on the decline today are really not the basic causes for his difficulties. They are only the physical means through which his trade is carried to the store better equipped to take care of it and therefore more deserving of it.

There is nothing fundamentally wrong, then, with the small-town merchandising situation, despite the not-to-be-denied general decline. Rather it is more the outcome of an evolutionary process. A combination of certain circumstances or elements will bring certain results. In seeking a remedy, the thing to do is to change the elements, or in the present case, to make different use of them. The small-town store *can* prosper, making the town prosper with it. No farmer or small-town resident is going to deny the economic fact that towns and cities cannot exist, much less grow, without retail business enterprise. Would the farmer prefer to have his fertile acres away out on the steppes of the West next place to nowhere or near a thriving city? It is foolish to ask the question. The economic necessity of the small town has not been in the least interfered with by modern inventions and customs. We must have it.

It is likewise true, for reasons too obvious to mention, that the manufacturer needs the small-town outlet. He is under no delusion as to the value of cultivating it. This is so because he realizes that the whole tendency of merchandising today is toward decentralization, meaning decentralization of buying as well as producing. The same thing is working out in distribution. There are more spot warehouse stocks today than ever and the number will be still greater tomorrow. The jobber is reversing himself and is applying to his own buying the same "small and often" idea that he has long been urging upon the retailer.

Everybody is seeking ways and means of making every possible dollar of his investment work faster. To do this, he needs not

only the quicker and more efficient distribution that manufacturers of one accord are now trying to bring about. He needs to make buying easy for the consumer and to offer the goods which experience the least selling resistance. When he has the goods, features them properly and lets the people know about them, the people are going to buy them wherever they are to be found. This is economics and good sense.

HOW ADVERTISED BRANDS HELP

The small-town consumer does not go to the city to buy a Ford car, a Kodak or a set of Champion spark plugs. Neither does he go there to buy Libby's canned goods, Ivory soap or Swansdown flour. When he knows he can get Dromedary food products, Florsheim shoes or Hart Schaffner & Marx clothing from his local retailer, he does not need anyone to tell him he is wasting time and energy by going to the larger places for them. The city dealer can give him no advantages in price and the quality is uniform.

It is upon this principle that Garver and a large number of other notably successful small-town dealers have built. This is the reason above all others that causes them to go out of their way, if need be, to give preference to advertised goods and to do advertising themselves of the kind that will ally their stores with the publicity efforts put forth by the manufacturers in national mediums, farm papers, the metropolitan newspapers and mediums reaching the small-town market.

It is a rather melancholy fact, though, that these men have been led into this wise and profitable attitude more as a result of their own keenness than because of any constructive effort put forth by manufacturers. The latter, inadvertently, no doubt, have been putting their main pressure where they conceive the business to be the thickest.

Too many advertisers apparently are overlooking the all-important fact that advertised and widely accepted goods are the

great class levelers in merchandising. When a demand for an item is established, people will buy it wherever it may be found.

"For this reason," says W. S. Ashby, advertising manager of the Western Clock Company, "we are inclined to look at a merchant as a merchant rather than attempt to classify them in towns."

What is needed, therefore, according to the view of the spark plug manufacturer mentioned previously, is for manufacturers to devote more intelligent effort to seeing that better merchandising methods are adopted by the small-town dealers—methods through which they can utilize the great opportunities that advertised goods present to them.

"The situation could be further corrected," he says, "by manufacturers who use small-town publications emphasizing that their goods can be purchased in those towns. We have been using a large list of small-town newspapers for some time, publications with small-town circulation, and farm papers as well, and we find that this is a very important part in our sales effort. We find, to our great satisfaction, that dealers in the small towns respond readily to the principle that we are building up their business when advertising locally. Then they, in turn, put their own sales efforts behind our line."

PAIGE-DETROIT PUSHES DECENTRALIZED BUYING

W. K. Towers, advertising manager of the Paige-Detroit Motor Car Company, says his firm is using its advertising to promote the idea of decentralized buying.

The company finds that its program of advertising in metropolitan newspapers can do a great deal in this respect, while, at the same time, intensively cultivating the highly profitable city market. The metropolitan newspaper of course circulates through a large list of surrounding towns and cities, often going into adjacent States. Paige-Detroit devotes a part of its advertising space in these mediums to listing the names

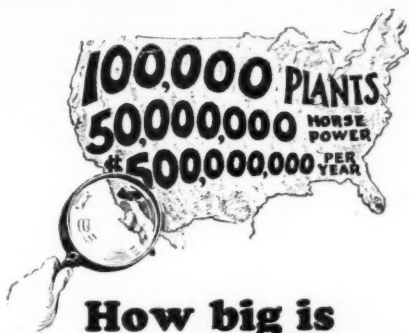
and addresses of their dealers throughout the territories where the papers circulate. This brings prestige to the local dealer, which is heightened by the use of the smaller dailies and weeklies for strictly local purposes.

"The bankers in my home town in Southwestern Michigan," Mr. Towers tells PRINTERS' INK, "declare that good roads have brought more business to the town than they have taken away from it. For every dollar that goes from that town to Kalamazoo and Chicago, a dollar and a quarter comes into it. This is because of the constant stream of tourists from many towns and the up-to-date tactics of the progressive retailers in selling advertised goods to the surrounding territory. Some of the retailers have dropped out of the picture. Others have taken their place and are prosperous. Certain old timers who were there long before the day of good roads and the automobile have grown with the times. They are prosperous, too."

Manufacturers, generally speaking, are doing an efficient job at general advertising in the cities. But there are many progressive small-town retailers who declare to PRINTERS' INK that, as yet, the job is not complete. What they need to do now, these retailers say, is to work from the big centres out. This seems to be the part of the task that has been neglected.

"I think advertising is taken more seriously in the small town and in the country than in the cities," says H. S. Gardner, sales manager of the Willard Storage Battery Company, of Cleveland. "This same consideration applies to the small-town dealer. It can hardly be said, though, that he actually loses business to the city dealer. Most of the time he simply does not look for the business. He does not have adequate stocks. Without stocks, he cannot make sales. This is why advertising, which bears in mind the needs and opportunities of such retailers, can be so resultful right now."

Similar responsiveness has been



How big is your power-plant market?

THERE are nearly a hundred thousand power plants in the United States. They have a combined capacity of about fifty million horsepower, and they invest over a half billion dollars annually in equipment, materials and supplies.

What do these figures mean to you? Nothing—unless you sell every product for every plant.

THESE power plants are scattered from coast to coast and from Canada to the gulf. Too big a territory to cover intensively. But they are concentrated in the great industrial centers—73 per cent in less than 25 per cent of the country's area.

Fifteen per cent of these plants have over 85 per cent of the capacity and do over 85 per cent of the buying.

Some are steam, some are hydro-electric and some are of the internal-combustion class. Some burn coal; others burn oil. Some use stokers; some hand fire; and others use pulverized fuel. Some have engines; others have turbines.

Some run condensing; others non-condensing.

These plants are found in all industries. Yet with the exception of the central stations no single industrial division has as much as 10 per cent of the capacity and buying power.

All of the above facts and figures definitely limit your market. Until you know its dimensions you cannot develop your market without waste. And such waste is avoidable. Others are avoiding it every day. Before planning a sales and advertising scheme they get the facts about their market from POWER.

POWER can help you sound and weigh your market. The facts are yours for the asking.

POWER

A.B.C. A McGraw-Hill Publication A.B.P.

Tenth Avenue at 36th Street, New York

found by the California Fruit Growers Exchange.

"We have found the dealers in small towns to be very responsive and generally alert to merchandising suggestions," Paul S. Armstrong, advertising manager of the Exchange, relates, "We do much dealer service and merchandising work in such towns and have found it desirable to reinforce our already satisfactory coverage in general periodicals and metropolitan newspapers by the use of farm papers and local newspapers. The result is that we have every reason to believe our small town and rural consumption is increasing at least to a degree commensurate with the general advance of our business."

Other manufacturers who have made expressions to PRINTERS' INK on this subject generally agree that buying customs are now rapidly changing and that this affords the opening for small-town development that we are speaking about here.

Samuel P. Johnston Returns to Los Angeles

Samuel P. Johnston, until recently engaged in advertising work at Los Angeles, has returned to San Francisco where he plans to open an office as an advertising counselor. For a number of years he was head of the Johnston-Ayres Company, San Francisco advertising agency, disposing of his interest two years ago to become director of promotion of the Los Angeles *Examiner*. More recently he has been engaged as an advertising counselor at Los Angeles.

Earle W. Bachman to Join "Atlantic Monthly"

Earle W. Bachman, director of new business and research of the Quality Group, effective September 1, will become associated with The Atlantic Monthly Company, Boston. He will be in charge of a similar department for The Atlantic Publications and will be located at the New York office.

Waters Agency Has Auto Top Account

The Hampden Auto Top & Metal Company, Springfield, Mass., manufacturer of Hampden enclosures, has placed its advertising account with the Francis M. Waters Advertising Agency, Inc., of that city. The campaign will include business papers, magazines and newspapers.

News Print Production

The News Print Service Bureau, New York, reports that the production of news print in the United States during June, 1925, amounted to 128,430 tons, compared with 129,026 tons in the previous month. Total production, for the six months ended June 30, is reported at 760,464 tons. This compares with 753,501 tons for the same period in 1924.

Canadian production for the month of June, 1925, amounted to 124,209 tons. This compares with 130,013 tons in the month of May. For the six-month period total production amounted to 746,444 tons, as compared with 679,143 tons in the same months of 1924.

The combined production of news print of the United States and Canadian mills amounted to 252,639 tons for June, 1925. This compares with 259,039 tons for the month of May. Combined production for the six-month period amounted to 1,506,908 tons, against 1,432,644 tons for the first six months of 1924, a gain of 5 per cent.

Moon Motor Reports Increased Sales

The Moon Motor Car Company, St. Louis, Mo., reports a net income of \$671,689 after expenses, depreciation and Federal taxes, for the six months ended June 30. This compares with \$401,240 in the first half of 1924.

June sales exceeded those of the same month in 1924 by 48 per cent. This increase is partly due to the new Diana Light Straight Eight, which was put on the market in June. According to Stewart McDonald, president of the Moon and Diana companies, orders for about 1,500 cars were carried over into July.

C. B. Willey Heads Carter Export Division

Clinton B. Willey has been appointed sales manager of the export division of The Carter's Ink Company, Boston. He has been with the company for more than eighteen years and was formerly its associate export manager and Far Eastern representative.

New Campaign for Western Canada Flour Mills

A new advertising campaign, using newspapers, magazines and outdoor advertising, is being planned by the Western Canada Flour Mills, Toronto. This campaign will be directed by J. J. Gibbons Ltd., advertising agency, also of Toronto.

Chrysler Net Profits Rise

The Chrysler Corporation reports net profits for the quarter ended June 30, of \$4,689,000, after all expenses, except reserves for Federal taxes. This is an increase over the previous quarter of \$1,187,774.

FORTY-FIVE out of every one hundred people who buy any Chicago evening newspaper read the Evening American.

Here is an advertising power equalled by few daily newspapers in America.

CHICAGO  AMERICAN

A good newspaper

*Daily average net-paid circulation for
first six months of 1925—461,596*



The Elks
Magazine

850,000 Identified Circulation
50 East 42nd St. N.Y. City.



**The Largest
Identified
Man's
Circulation
in
America**

Taming the Vicious Cycle

IT may be too soon for a complete generalization, but it is not too soon to conclude that one principle has worked out—that familiarity with a cycle tends to destroy that cycle. One can count up quite a number of trade cycles that have disappeared, and it is not difficult to see that the knowledge in men's minds of what was in danger of occurring caused them to take a course different from what they would have taken without this knowledge.

It was before the war that this influence of anticipation was first seen. According to the cycle a panic was due in 1913, i.e., 1873, 1893, 1913. Intermediate, there was a crisis in May, 1884, and a depressed condition of trade in 1904. The panic scheduled for 1913 did not come. Late in 1912 there were many predictions of it, and on December 18 President-elect Wilson promised "a gibbet as high as Haman's" for anyone who should be caught helping to bring one on.

Immediately after the war there arose a great deal of talk about cycles in business. The course was analyzed from the numerous precedents. The general point in it all was that the policies of business men had swung alternately from one extreme to the other—too much confidence at one time, too little at another. The notion gained much vogue that business swings could be predicted long in advance, just by tracing a curve and carrying it forward. This might have proved correct if the knowledge had been confined to one man or a few men, but the cycle talk had the widest publicity. It became obvious then that if the theory should be generally adopted it would fail, because everybody would endeavor to beat the game and there would be no one left to play it according to the old rules.

Enough experience has now

Reprinted by permission from *Iron Age*.

piled up to indicate that pretty much this sort of thing has occurred. Whenever there has been even a little talk of possible inflation men have grown cautious and the inflation has been nipped in the bud. Whenever it has appeared that men have been just a little more conservative than they needed to be the course of trade has broadened out again.

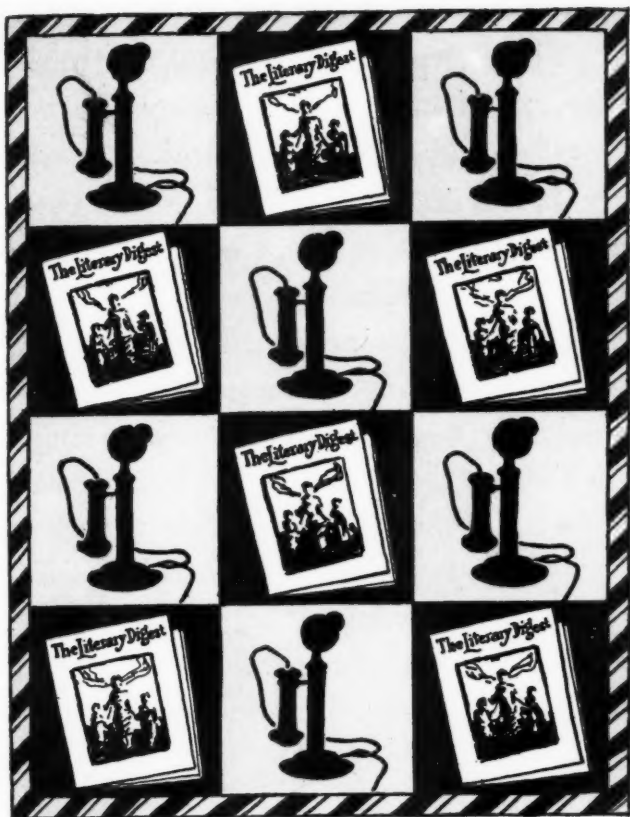
True, we have had cycles of late, but they have not been the cycles that were talked of before the war, or even for a time just after the war. They have been much shorter, and therefore fundamentally different, for the great value in a cycle lies in its being correct in point of time. An error of a year would have a man buying with prospect of a six months' advance when he ought instead to have sold six months previously.

We ought to reflect now how much good the cycle talk has done. It has not helped a few men to get rich, which may have been the original idea, but it has helped to keep business on an even keel. The war was bound to leave things in uncertain shape. We had one big upswing and downswing, and subsequent swings of slowly decreasing amplitude would have been natural. The knowledge disseminated has greatly modified these swings.

The experience of this new order of things, however, is relatively short. It does not follow that all possibilities of extreme swings have been removed. The publicity has prevented the old forces from working as they used to work. Some new and unforeseen force may develop to give business an unwholesome turn, but it seems quite clear it would have to be an entirely new and unfamiliar influence.

Made Advertising Manager of Chandler Motors

Paul Bennett has been appointed advertising manager of the Chandler Motor Car Company, Cleveland. He was formerly associated with Leonard Smith as a direct-mail counselor, with The Dunlap-Ward Advertising Company, as production manager, and with Fuller & Smith, as director of typography.



ADVERTISE TO TELEPHONE SUBSCRIBERS

Old methods of finding and measuring
the market for concentrated advertising
effort are superseded by the Telephone List.

The Telephone List marks off from the total families in the United States the 8,419,668 homes with telephones.

These homes with telephones are something more than homes which can afford telephones. They are homes of families that need telephones, because the wider demands of their daily lives require this labor-saving device. It is not the telephone, but what it stands for that makes these homes better markets. The telephone means greater social activity, greater buying power and a scale of living in which the telephone rent is negligible beside the help it affords. More than that, the telephone reveals a state of mind toward the community, a desire to keep in touch, a wish to know, which makes telephone subscribers receptive to sellers of worth while goods.

Therefore, the families of telephone homes are magazine readers as well

as better buyers. They can be reached by magazine advertising. The same open, curious state of mind that demands the telephone demands the magazine, and especially the magazine of information.

That is what links The Digest so closely to the telephone home. Both are labor-saving devices. Both are means to an end. The telephone keeps one in touch with the world. The Digest brings the acts and thoughts of the world to the home. The telephone saves miles of traveling. The Digest saves hours of reading.

Because of this close analogy between the telephone and The Digest, and because the presence of the telephone reveals the most worth while home to cultivate, The Digest has devoted its advertising campaigns primarily to the telephone homes, for ten years.

In the ten years (1915-1924) The Digest has mailed more than fifty million circulars to telephone subscribers. It has increased its circulation to more than 1,300,000 copies per week and can make to the advertiser this definite statement:

The home with
a telephone is the
best market
and the best million telephone
homes are subscribers
for

The Literary Digest

To Make Advertising Technically Accurate

How Bureaus and Laboratories of the U. S. Government Are Working to Help Advertisers Check Up on Statements in Their Copy

*Washington Bureau
of PRINTERS' INK*

SOME of the most deceptive misstatements of fact, published in advertisements during the last year or so, have not been due to a dishonest motive or any slightest intention to deceive on the part of the advertisers. Obviously, misstatements of the kind are the result of a lack of knowledge of the scientific elements of the products or their processes of manufacture. This does not mean that the advertising copy writer should be burdened with scientific knowledge; but it does show that considerably more advertising should be subjected to certain available means of assuring technical accuracy.

Accordingly, the recognized value of the service of the scientist in all industries demands closer co-operation between the scientist and the creator of advertising. This conclusion appears to be inevitable, if honest advertisers support the movement for "Truth in Advertising" by publishing only those advertisements which are technically correct.

Not long ago, an official of the Bureau of Standards laid before a representative of PRINTERS' INK a number of advertisements, all of which contained misleading or incorrect statements when judged according to a scientific standard. Shortly after, the chief of a division of the Agricultural Department, in discussing the same subject, mentioned similar misleading statements in his field, both in advertising and in the published interpretations of statistics. And several other organizations of the Government have become interested in checking and correcting misinformation of the kind.

Almost without exception, the advertisements criticized were published by highly reputable and well-known advertisers, and, when

the suggested corrections were considered, they appeared to strengthen, rather than weaken, the selling appeal of the copy. In fact, as one of the men interviewed pointed out, a misstatement of scientific fact may have a decidedly unfavorable reaction, resulting in an impression that is opposed to the purpose of the advertising.

For instance, during the last year or two, several manufacturers of paints and other products have made the statement in their advertising that wood rot is a process of oxidation, or slow burning, and have built up their selling appeals on this claim. Also the statements that paints and varnishes prevent rot and are wood preservatives have been rather frequently published in advertisements.

During the same time, probably as many as 5,000,000 boys and girls in schools and colleges have been taught that these statements are not scientifically correct. Likewise, many thousands of farmers and others have learned, through the wide circulation of Government reports and publications, that wood rot is not caused by oxidation, and that paint is not a preservative agent. Hence, it seems safe to conclude that the majority of these people would consider the advertisements mentioned to be carelessly dishonest.

THE TRUE EXPLANATION

In commenting on an advertisement of the kind, one of the scientists of the Forest Products Laboratory, in a recent letter, had this to say:

"Wood rot is not oxidation or slow burning, and the methods advocated in the advertisement as a control do not apply. Wood rot is caused only by the action of fungi. The only methods of preventing wood decay, and painting is not one of them, are those that kill or

exclude these wood-destroying fungi."

Another paragraph of the letter excellently states the position of several Government agencies which are working in industrial fields, and undoubtedly would have the endorsement of many officials, since the condition it indicates prevails rather generally. It reads as follows:

"The Forest Products Laboratory and various other tax-supported State and national educational institutions spend thousands of dollars every year in attempting to educate the public regarding the true nature of wood decay and how to combat it. Their efforts, of course, are pitifully small beside trade advertising in which single firms may appropriate immense sums to put over the idea that wood rot or decay is a form of combustion or oxidation, like rust, and that paint is a safeguard against it."

Another letter from the laboratory on the same subject explains that when conditions are favorable to decay, as in wood which is in contact with the ground or used in other places where moisture can collect and keep it damp, it decays whether painted or not. The letter then mentions that one need not go far from his own doorstep to see numerous cases of decay in painted wood, lists in detail a number of common cases of the kind, and concludes:

"Paint and varnish are exceedingly important protective materials and we heartily advocate their more extensive use throughout the country. Their reputation for usefulness should not be risked by calling upon them to perform tasks for which they are constitutionally unsuitable."

The first of these letters also states that the Forest Products Laboratory is spending a small portion of its funds in an effort to inform advertisers, and advertising agencies handling forest products accounts, of its research findings. "Perhaps," it adds, "we should spend a larger part for that purpose; but then, again, some responsibility for verifying technical

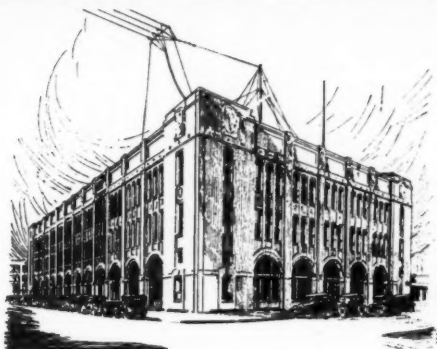
information in advertisements would seem to rest with the agencies. The more systematic use of Government research institutions, as impartial sources of information, might be worth considering by the advertising profession as a means of achieving greater accuracy in its work."

That this excellent suggestion is well worth putting into practice generally by the advertising industry is proved by the facts, as even the most casual investigation will show. The advertising of many lines of business is hampered by a lack of scientific revision or correction. The work of the Forest Products Laboratory is cited merely because material from that organization happens to be at hand, also for the reason that the laboratory is, at this time, co-operating with the paint industry to determine the scientific facts regarding the protective power of paint.

SEEK AUTHORITATIVE DATA FOR BENEFIT OF ADVERTISERS

The other day, an official of the Forest Service, of which the laboratory is a part, explained that a series of tests is now under way that eventually will result in authoritative data regarding the degree that paint protects wood from checking, warping and weathering. For this purpose, a number of panels of wood of various kinds have been painted and shipped to different points representing practically all of the climatic zones of the country. The panels are exposed to the sun and weather, their condition is frequently and scientifically determined, and their history is accurately recorded.

Undoubtedly, these tests, when they are concluded and reported on, will furnish the advertisers of paint with a great many new facts with which to add conviction to their advertising. Tests of the kind are frequent, and they have been conducted in practically every industry by various Government organizations. The reports that have resulted from such tests and experiments constitute a vast source of information for the ac-



As A Sales Medium The News Is Unrivalled In Detroit

DURING the first six months of this year, The News totalled 16,414,678 lines of advertising, a new record for this period exceeding its last year's achievement, although in that year it led the world in advertising. More significant of the effectiveness of Detroit News advertising is, however, its leadership in practically every selling classification as listed below. This tabulation shows how The Detroit News is the universal selection for the sale of every type and class of merchandise.

*News Printed More Advertising the First
Six Months of 1925 in These Classes
Than the Other Two Detroit
Newspapers Combined!*

Classified
Department Stores
Drug Stores
Electrical
Footwear
Furniture
Groceries and Food Products
Hardware and Sport Goods

Household Articles and Equip-
ment
Jewelry
Radio
Rotogravure
Toilet Articles and Shops
Men's Wear
Women's Wear

More Than Nearest Detroit Newspaper

Automotive
Fuel

Musical Instruments and Supplies
Tobacco

The Detroit News

Greatest Circulation, Week Day or Sunday, in Michigan

curate guidance of the advertiser in every line.

But it is not necessary for the advertiser to conduct a campaign of research. As the official interviewed explained, the scientists of the Forest Products Laboratory are more than willing to answer any questions regarding the scientific accuracy of any statements made in advertising copy.

"It is very much more profitable for all concerned," he continued, "for the advertiser to use an ounce of prevention by writing the Forest Products Laboratory, at Madison, Wis., and asking any questions that may concern the accuracy of his advertising within the scope of the work of that organization. It is not necessary to send the copy for newspaper or magazine advertisements, booklets or catalogues. We haven't the time to read and correct manuscripts, unfortunately; but if the advertiser will write his questions in a letter, we can usually furnish the answers promptly, and, in most instances, if he will merely inform us as to the phase or subject he is about to feature in his advertising, we can furnish him with published reports and special notes that will guide him unerringly if he will follow them.

"The laboratory has no established system of correcting misstatements. Frequently, someone interested in our work calls our attention to an error in an advertisement, and then some member of our organization writes the advertiser and calls his attention to his mistake while furnishing him with the correct information.

"Of course, this does not prevent a great deal of misinformation from getting abroad. Our service to the advertising industry would be very much more helpful, and, as far as wood products are concerned, misstatements of scientific facts could be entirely eliminated from advertising, if those responsible could be induced to consult the laboratory staff whenever a question of presenting scientific information arises."

This statement appears also to outline the service offered by the

various scientific organizations of the Government. The Bureau of Standards will co-operate with any advertiser in making his advertising technically correct. The Bureau of Chemistry will assist in any effort to make advertising statements regarding its subject scientifically honest. A similar attitude is expressed by all other scientific organizations engaged in work that is related to the industries. In fact, the Government offers the advertiser an unlimited source of scientific information, and an authoritative means of securing technical accuracy in his advertising.

Atlantic Monthly Company to Publish New Magazine

The Atlantic Monthly Company, Boston, publisher of *Atlantic Monthly*, *House Beautiful* and *Living Age*, will publish a new magazine to be called *The Magazine World*. The first issue will appear in October and it will be issued monthly thereafter during the months October to May.

According to the publisher it will be the aim of *The Magazine World* to serve the common interest of English teachers and publishers in training secondary-school students to read current magazine literature. The new publication will have a page size of five and one-half inches by eight inches.

H. W. Hirschheimer with Texas-LaCrosse Company

H. W. Hirschheimer has been appointed secretary-treasurer of the Texas-LaCrosse Company, Inc., Waco, Tex., agricultural and industrial equipment, a newly formed company.

Mr. Hirschheimer was, until recently, associated with the LaCrosse Plow Company, LaCrosse, Wis., as advertising manager and secretary. In his new position he expects to take charge of advertising and to work with James I. Darst, vice-president and sales manager, in the sales department.

Onyx Hosiery Profits Take Jump

The report of "Onyx" Hosiery, Inc., for the first half of 1925, shows a net profit, after charges, of \$387,243. Last year the net profit for the same period amounted to \$13,350.

With Landers, Frary & Clark

R. Chapman, previously assistant sales manager of Coppes Bros. & Zook, Nappanee, Ind., has joined the sales department of Landers, Frary & Clark, New Britain, Conn.

Your Merchandising Problems—

Why not let us help you solve them?

Discussing the Merchandising Department of THE WORLD, the advertising manager of a large national advertiser* writes:

"I can tell you without reservation that the service we got from THE WORLD is the most intelligent, economical and effective that we have secured in any city of the country."

A manufacturer of electrical devices* writes:

"THE WORLD is to be congratulated on its Merchandising Department.... the job you have done for us was well done."

Scores of letters give similar testimony. The service is freely at the disposal of WORLD advertisers.

*Names on request.

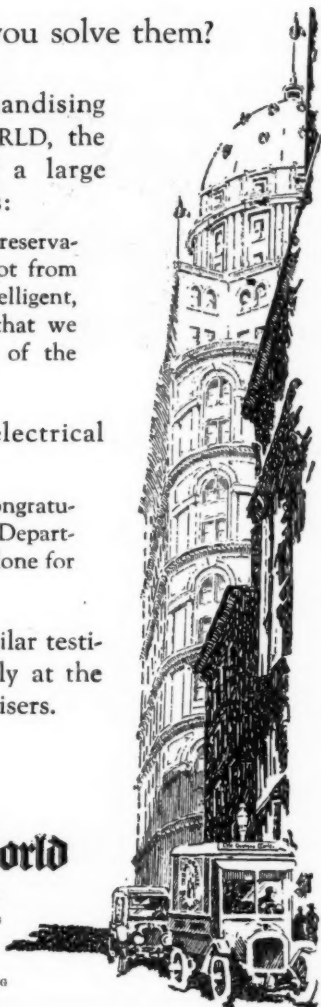
The  **World**

Pulitzer Building, New York

TRIBUNE TOWER CHICAGO GENERAL MOTORS BUILDING DETROIT

TITLE INSURANCE BUILDING LOS ANGELES

TERMINAL SALES BUILDING SEATTLE CHANCERY BUILDING SAN FRANCISCO





It's No Trick To "Stock" the Dealer

Merchandising service doesn't merely mean "stocking" the dealer. That's no trick.

"Stocking" is just a part of the operation. Add to that profound knowledge of the market; **REAL KNOWLEDGE** of merchandising

**BOSTON AMERICAN
CHICAGO EVENING AMERICAN
DETROIT TIMES**

principles; actual dealer co-operation; efficient field work; real counsel instead of guesswork—

Then: AN ADEQUATE AND RESPONSIVE NEWSPAPER CIRCULATION.

There you have REAL NEWSPAPER MERCHANDISING, the kind that unloads the dealer and brings in orders for more merchandise.

That's the kind of merchandising service rendered by the six newspapers listed. It is standardized service, based upon intimate contact with jobbers and retailers.

A representative of this newspaper group will welcome an opportunity to discuss with manufacturers and their advertising agents the application of this service to their individual requirements.

Please address inquiries to the nearest office of the group:

EASTERN OFFICE	WESTERN OFFICE	NEW ENGLAND OFFICE
2 Columbus Circle	Hearst Building	5 Winthrop Square
New York	Chicago	Boston
R. E. BOONE	H. A. KOEHLER	S. B. CHITTENDEN

ROCHESTER JOURNAL
SYRACUSE TELEGRAM
WISCONSIN NEWS (MILWAUKEE)

Pioneers



*Now starting our
35th Year*

Eye Level Shots

Specialists in Painted Wall Panels

Individual single units, so positioned and so effectively painted as to command maximum attention.

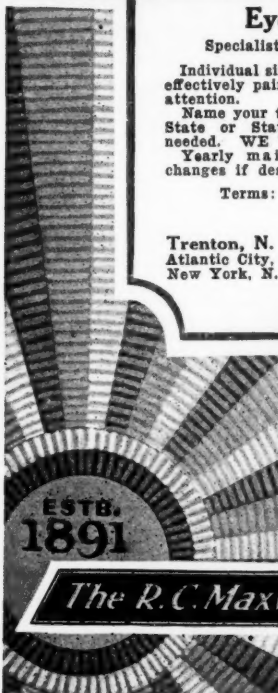
Name your town or towns—city or cities—State or States—where sales stimulus is needed. **WE WILL DO THE REST.**

Yearly maintained service, with copy changes if desired.

Terms: \$6.00 PER MONTH UP

Offices:

Trenton, N. J. . . . 413-15 E. State St.
Atlantic City, N. J. . . . 17 S. New York Ave.
New York, N. Y. 220 W. 42nd St.



The R. C. Maxwell Co. Trenton N.J.

You Say Jobbers Won't Push Your Line?

Then You'll Be Interested in the Methods and Experiences of Breinig Brothers Who Report "Many of Our Jobbers Are Our Best Salesmen"

An interview by Charles G. Muller with

G. M. Breinig

Vice-President and General Manager, Breinig Brothers, Inc.

IS it possible to get the jobber to back your product as strongly as you think he should? Can you get his whole-hearted co-operation in pushing your line?

In many quarters where you ask these questions you'll have a great, strong "NO" thrown back at you for answer. You'll run into a wide variety of woeful tales about lines that jobbers carry and carry and carry, but never sell. You'll be told that neither heaven nor earth can move the jobber to work with you as closely as you'd like to have him work. And undoubtedly you'll hear that the jobber is a piece of distribution machinery so antiquated that it is almost useless. There's no end to the harsh words you'll hear about jobbers from manufacturers who feel they have been let down by wholesale distributors.

But may it not be possible that the jobber feels you don't give him all the backing you should in marketing your product? Isn't it possible you don't get his whole-hearted co-operation simply because you don't give your whole-hearted co-operation? In other words, do you help him to do a bigger business just as much as you expect him to help you to do a bigger business?

There are some significant facts along these lines in the story of Breinig Brothers, Inc., of Hoboken, N. J.

On January 1, 1921, the company was organized to manufacture and sell paint and varnish. According to G. M. Breinig, vice-president and general manager, it had no business and its problem was to secure national distribution quickly in a highly competitive field.

On January 1, 1925, exactly four years later, this concern found itself with constantly growing sales and very complete jobber confidence and co-operation.

"Every step has been made with the aid of the jobber," Mr. Breinig says, in sketching the methods used to get distribution. "Before we went into the manufacture of paints we gave some study to the jobbing situation. We felt that the jobber was the man in closest touch with the credit situation among dealers. We felt that he was the man who is relied on to have stock. We realized that he was the man with the selling facilities.

"It appeared to us, as a result of our investigations, that the best way we could get our product on the market was to take advantage of what the jobber is and what he can do. It seemed that our problem came right down to working hand in hand with the man who could help us to do a bigger business. Confidence and co-operation were at the bottom of the proposition, and hard work was the main requirement from both of us to put the deal over.

LACK OF CO-OPERATION

"We worked on the principle that the jobber had not been recognized as the important factor in this industry which he is. We quite frankly declared that it seemed to us that lack of co-operation between manufacturer and distributor in most cases is due to an entirely human tendency to let the other fellow do the work. We proposed to do our share of the work by helping the distributor to open up his terri-

tory and by always helping him to gain new accounts. We expected the distributor, we explained to him, to do the work of nourishing established business for himself. Simply, we would start with him and be responsible for the development of new business and he for the established business.

"For our part, this plan was nothing new. We were just taking advantage of conditions that have long existed among jobbers. We were only trying to use jobbing facilities to bring us the greatest returns. It just seemed that if we approached the jobber with an exclusive jobbing proposition built to suit his requirements and showed him that we believed he was a most important factor in the distribution and sale of paints and varnishes, we could get his co-operation.

"The proposition was clean cut. The jobber knew we were starting from scratch. He knew we needed his backing in order to build up our business. He knew, too, that we were making him a genuine offer of an exclusive agency, a high-grade line dressed attractively, advertising and complete co-operation in helping him to develop his territory."

The toughest pull, of course, was to get the first few distributors. But after a start had been made, and a limited number of jobbers had taken on Breinig products, some of these jobbers aided Breinig Brothers to sell prospective distributors. Here was co-operation on an unusual scale.

"The idea was simple, and effective," Mr. Breinig went on. "For example, when we went into Worcester, Mass., we laid our entire proposition before our prospect there. We aroused his interest by showing him the amount of business he could do by putting his efforts behind our line. We made him want to become our distributor. But, instead of letting him sign on the spot, we asked him first to write to jobbers already handling our line and get their opinions.

"He did so and he received some interesting replies. These jobbers told him how satisfactory their

experiences had been with Breinig paints and varnishes. They clinched the account for us, because their letters were more convincing proof of what our line offered than all the talking our own salesman could do. The letters gave facts, right from the authoritative source, and convinced the prospect beyond the shadow of a doubt. When these jobber letters had sold him completely, our man returned and the jobber signed up.

"This method was very successful. Of course not every jobber acted as salesman, but many new accounts came as a result of the sales efforts of many of the distributors with whom we already were co-operating. A large number of our jobbers were our best salesmen. They pushed our line in every sense of the word.

BULLETIN FOR JOBBERS

"As business grew, we used this jobber backing in a little different way. Toward the end of the first year, we issued a monthly four-page bulletin called 'Breinig Brushfuls' that was a brief, lively history of what prominent distributors were doing with the line. Each issue told the story of a single jobbing company. These bulletins went to prospective jobbers. They told their own story, much as a jobber's letter would do. For two years they served the double purpose of selling prospects and keeping the trade in touch with all the ideas of Breinig distributors.

"After getting the distributors to handle our line, our task was to show them that we were sincere in our ideas of co-operation. The size of the account did not, and does not, determine the amount of help to be given the jobber. Instead, the fertility of the territory has been the determining factor. Where the opportunity for expansion is greatest, there we centre our efforts.

"Our sixteen road salesmen work in the jobber's territory with the definite understanding that when new accounts have been secured, the jobber's men must work to keep these accounts



How New Orleans Department Stores Invest in Space

The Times-Picayune not only led the New Orleans field in department store advertising during the first six months of 1925 but printed within 6% as much department store lineage as a morning-evening-Sunday "combination" — seven issues a week against thirteen.

New Orleans department stores buy newspaper space on the basis of known results—not unsubstantiated claims of miraculous circulation gains.

The Times-Picayune

FIRST FOR THE SOUTH

Representatives: Cone, Hunton & Woodman, Inc.
New York, Chicago, Detroit, St. Louis, Kansas
City and Atlanta; R. J. Bidwell Co., San
Francisco and Los Angeles.

active and growing. For instance, three years ago a New York State jobber had not sold a gallon of paint. When this company took over our line, we sent our salesmen to work side by side with this jobber's men. Our men helped in every way possible and sent the jobber off to a good start. Then, when the territory had been well opened, our men went to other fertile fields and left the jobber to nourish the business started for him. Today, paint sales represent a big proportion of this concern's business and it is all being done by the jobber's own men except that our representatives continue their efforts to secure new accounts.

"Getting the jobber to push our line simmers down to confidence and appreciation of each other's efforts. We have the common aim of increased business and profits, and we feel that the other man is doing his share of the work to create more business. We keep showing him that we consider his interests as vital to our own.

NO SALES AT RETAIL

"Also, we adhere very strictly to the principle of no retail sales. If a dealer writes in from one of our open territories that he would like to have our proposition, we give it to him. But whenever a distributor goes into that territory, we turn this dealer over to the distributor. The jobber appreciates this. He knows he can work for us with his mind freed from all doubt as to whether he is getting a fair deal and all possible co-operation."

How an attractive package has helped to cement jobber good-will for the Breinig line, is another angle of this company's method of doing everything it can to help the jobber sell. "I must give credit to PRINTERS' INK for a suggestion that helped tremendously in securing distribution," Mr. Breinig resumed, "and in keeping the jobber behind the line once he took it on.

"The idea came from some articles in PRINTERS' INK and PRINTERS' INK MONTHLY on the subject of packages. One told

how candy in an expensive box outsold the same candy side by side with it in a cheap box. Another article was on Cutex. It held that no degree of advertising success could be hoped for unless the dress was made distinctive and attractive, and told of the Cutex company's success in dressing up its product.

"Following out this idea, we decided to put labels on our cans that would sell the paint for dealers. If a good-looking box sold candy or toilet goods, why wouldn't a good-looking label sell paint? So we put our product in an attractive dress. Each label gave a picture of what the paint was to be used for. On a can of prepared paint, for instance, was a picture of a fine farm house painted white. On the floor-enamel label was pictured a young householder putting enamel on the floor in his home. We used four colors. This proved one of our strongest points in selling a new jobbing account.

"I could not say in actual figures how many dollars worth of business our labels have brought in, but I can say that the good-looking package that gave the consumer a picture of the paint in actual use was one of our biggest selling points and one of the main factors in keeping distributors working with us.

"We also tied up these labels with color cards for dealers, using the same pictures for corresponding labels and cards. And we also got out a cabinet holding complete color paddle displays that showed all the colors of prepared paints for houses, barns, silos, as well as interiors, etc., for use by lumber dealers who became distributors of our paint. This followed from the original PRINTERS' INK idea and it gave us additional prestige.

"To sum up our experiences in getting wholesale distributors to push our line by taking advantage of what they are and what they can do for the manufacturer, I should say that five factors aroused and retained their interest.

- (1) The quality of the product.
- (2) Exclusive-agency rights which

Leave your shotgun at home when you come to Boston

Boston is no place for "shotgun" advertising. The manufacturer who shuts his eyes and blazes away at this great market is inviting almost certain defeat. For Boston is different! Before you buy a line of newspaper space in Boston, you should understand that the people of Boston and its suburbs may not be judged by your experience in any other city.

A process of evolution—old as the city itself—has separated Boston's people in custom, thought and preference. And this cleavage is so sharp that even Boston's newspapers are split—each serving exclusively one or the other of Boston's two great groups.

To reach one of these groups, the national advertiser has a choice of several Boston papers. But the second great group may be covered *only* through the Herald-Traveler.

Herald-Traveler readers possess the largest per capita buying power of the entire Boston market. They represent the best outlet of the best retailers in Boston—appreciative of quality, and financially able to buy in quantity. These are stubborn facts—but they are Boston!

Let us send you "Business Boston," a booklet visualizing Boston's peculiar advertising situation. It will be sent you gratis, and will save you lots of trouble with the tricky Boston target. Write for it now on your business stationery.



BOSTON HERALD-TRAVELER

Sell this *Great Radio* through The Cleveland Plain Dealer ALONE

It is essential that radio manufacturers establish definite market contacts this fall and winter.

Eliminating "advertising and selling static" is no problem whatsoever in Northern Ohio—a market of 3,000,000 radio fans and prospects. You can simply follow the lead of the radio distributors and jobbers in this great market.

They confine 98% of their selling activity to the area within a radius of 100 miles of Cleveland. Matching this perfectly, 95% of the Cleveland Plain Dealer's circulation—BOTH daily and Sunday is concentrated in this same territory.

The **Cleveland** *in Cleveland and Northern Ohio—ONE*

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit



By using the Plain Dealer **ALONE** your judgment will be sound. National radio advertisers, the first 6 months of 1925 placed over 71% of their lineage in the Plain Dealer **ALONE**. National and local advertisers together used no other newspaper for 41% of their total.

Therefore, you can back up your dealers and distributors and at the same time reach and **SELL** the potential radio fans in Northern Ohio at **ONE** cost through the Plain Dealer **ALONE**.

Plain Dealer

*Medium **ALONE** ~ One Cost Will sell it*

R. J. BIDWELL CO.
Times Building
Los Angeles

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

make the jobber a real factor in the industry, and our strict adherence to the no retail sales policy. (3) The attractive dress of the entire line. (4) A substantial profit. (5) Close co-operation and mutual confidence in each other's efforts to increase business.

"Each is important in itself, of course, but I think that the greatest of all is the last. We have found that getting the jobber to push our line in the final analysis comes down to confidence and co-operation. We have not discovered any startlingly new plan. We have not told the jobber anything about his own business. What we have done is merely to capitalize on the distributor's possibilities for bringing us increased business.

"What we have taken out of our dealings with distributors has been in proportion to what we have put in. We have found that we must work as hard to increase the jobber's business as we expect him to work to increase ours. There is nothing novel in the idea. It is a plain, simple way for two human beings with ordinary human nature to pull together.

"We knew the jobber was our best means of distribution. We knew he knew his business. So we put a proposition up to him that gained his interest. Then we worked as hard as we wanted him to work. And the result was he pushed our line."

Newspaper Advertising Executives Elect Officers

The Association of Newspaper Advertising Executives, with headquarters at Indianapolis, Ind., has appointed the following as its representatives on the National Advertising Commission of the Associated Advertising Clubs of the World: George M. Burbach, advertising manager of the *St. Louis Post Dispatch*; A. L. Shuman, vice-president and advertising manager of the *Fort Worth Star-Telegram*, and L. B. Palmer, manager of the American Newspaper Publishers' Association. William E. Donahue, of the *Chicago Tribune* and vice-president of the association, was appointed a representative to the joint assembly of the Associated Advertising Clubs.

State vice-presidents, as follows, were appointed: George B. Cooper, Alberta, Canada, *Edmonton Journal*; R. K. Stokes, Toronto, *Globe*; C. P. Greene, Halifax, N. S., *Chronicle*; H. S. Hayward, Honolulu, *Star-Bulletin*; Carson Tayler, Manila, *Bulletin*; Wesley W. Knorpp,

Phoenix, Ariz., *Republican*; Fred. W. Allsopp, Little Rock, Ark., *Gazette*; Jacob Adler, San Francisco, *Call and Post*; F. I. Carruthers, Denver, *Post*; I. B. Myers, Waterbury, Conn., *Republican and American*; Le Roy W. Herron, Washington, D. C., *Star*; Clarence J. Pyle, Wilmington, Del., *Journal and News*;

John Othen, Jacksonville, Fla., *Journal*; T. B. French, Atlanta, Ga., *Constitution*; A. J. McFaul, Chicago, *Herald and Examiner*; W. S. Bowman, South Bend, Ind., *Tribune*; Lafayette Young, Jr., Des Moines, Iowa, *Capital*; Charles L. Nicholson, Hutchinson, Kans., *Daily News*; H. E. Roberts, Lexington, Ky., *Leader*; L. F. Blackburn, New Orleans, *Times-Picayune*; Fred H. Drinkwater, Portland, Me., *Express and Telegram*; W. S. Schmick, Baltimore, *Sun*; William F. Rogers, Boston, *Transcript*; Otis Morse, Detroit, *Free Press*; E. I. Harlan, Minneapolis, *Journal*; W. G. Johnson, Jackson, Miss., *Daily News*; W. Courtright Smith, Kansas City, Mo., *Journal-Post*; Joe L. Markham, Anaconda, Mont., *Standard*; James A. Austin, Omaha, Nebr., *Bee*; Joe F. McDonald, Reno, Nev., *State Journal*;

Eugene W. Farrell, Newark, N. J., *News*; Joseph Tausek, Albuquerque, N. Mex., *Journal*; R. H. Schooley, New York, *Herald Tribune*; J. H. Turner, Raleigh, N. C., *News and Observer*; N. B. Black, Fargo, N. Dak., *Forum*; H. W. Roberts, Cleveland, *Plain Dealer*; H. E. Dreier, Oklahoma City, *Daily Oklahoman and Times*; W. F. Hessian, Portland, Oreg., *Journal*; Rowe Stewart, Philadelphia, *Record*; Charles O. Black, Pawtucket, R. I., *Times*; W. P. Etchison, Columbia, S. C., *State*; C. F. McCannon, Rapid City, S. Dak., *Daily Journal*; G. W. Ritchie, Memphis, Tenn., *Commercial Appeal*; Marcellus E. Foster, Houston, Tex., *Chronicle*; H. F. Robinson, Salt Lake City, *Tribune*; T. T. Jones, Richmond, Va., *Times-Dispatch*; G. W. Roche, Spokane, Wash., *Daily Chronicle*; R. B. Cushing, Wheeling, W. Va., *Intelligencer and News*; F. H. Burgess, La Crosse, Wis., *Tribune and Leader Press*, and J. C. Fleming, Cheyenne, Wyo., *State Tribune-Leader*.

K. R. Haggenjos Dead

Karl R. Haggenjos, aged fifty-six years, for many years head of the Haggenjos Newspaper Association, a syndicate which published thirteen county newspapers in Illinois, died recently at Galesburg, Ill. He had retired two years ago after the sale of his interests to Alfred Pittman. Mr. Haggenjos for thirty-five years had been identified with newspaper activities.

L. C. Paine Goes with New York "Evening Post"

Lewis C. Paine has resigned as advertising manager of the New York *Commercial* to join the advertising staff of the New York *Evening Post*. He was with the New York *Commercial* for eight years and, previous to that time, was with *McCall's* for ten years.

"MODERN FARMING"
—the Louisiana-Mississippi farm paper reaching over seventy thousand farm homes, says:

"Owing to unprecedentedly favorable weather and farming conditions, the present outlook is for an increase of \$150,000,000 in crop wealth this year over last year in Louisiana and Mississippi."

The surplus agricultural and industrial money of Louisiana and Mississippi clears through New Orleans—and the territory covered by the Item-Tribune.

Cultivate it!

New Orleans Item-Tribune

Weekdays, 15c a line

Sundays, 18c a line

James M. Thomson
Publisher

A. G. Newmyer
Associate Publisher

National Advertising Representatives

John Budd Company

New York Chicago St. Louis Atlanta
Los Angeles San Francisco Seattle

“-where we use only S



INTERBOROUGH ADVE

CONTROLLED BY

50
UNION
SQ.

ARTEMAS WAR

**our sales
have shown
a steady
increase -"**

[illegible]

Armenian Ward, Inc.,
40 Union Square,
New York.

[illegible]

Continued

So many other elements invariably enter into any comparison of media, an expression from us must be made that of an individual.

As to your service
had some billings coming
found a full-page con-
us.

As to your service, we have always
valued your cooperation, and in check-
ing up our cards and posters we have
found a full measure of service being given
us.

Very truly yours,
THE KING

Asst. General Manager

24:00

Beech-Nut
FRUIT DROPS

BY

WARD, INC. NEW YORK N.Y.

**NEW
YORK
N.Y.**

Exclusively
SUBWAY and
ELEVATED

FIRST

**TRUCKS
AND
TRACTORS**

Los Angeles Examiner

**165,000
DAILY**

**380,000
SUNDAY**

JUNE may be a tough month for business elsewhere but in Los Angeles the truck and tractor men bought 2,212 lines more space in The Examiner last month than in the next nearest morning paper, and continued to pile up amazing sales records. More and more it is true that to sell high-priced merchandise in Los Angeles you need The Examiner.

**largest
Morning
& Sunday
circulation
west of
St Louis**

Los Angeles Examiner

BROADWAY AND ELEVENTH, LOS ANGELES

Pacific Coast Representative
571 Monadnock Bldg.
Telephone Garfield 3858
San Francisco

Eastern Representative
1819 Broadway
Telephone Columbus 8342
New York City

Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

Make the Catalogue Simplify the Salesman's Job

That Is What the Stewart-Warner Speedometer Corporation Is Doing

By Dana M. Hubbard

FOR the last six months, the Stewart-Warner Speedometer Corporation, of Chicago, has been using a new catalogue-manual for its distributors' salesmen which fuses utility and personality in an uncommon way. The company gathered material for more than two years before it brought out this catalogue. Then, it put that material in such condition and polished it off for use in such a manner that the book has become an indispensable aid to the company's distributors and their salesmen.

What this catalogue does for the salesman is, in brief, to standardize and simplify his selling. The Stewart line is made up of ten classes of products. The new catalogue shows exactly how each of these items should be sold besides, of course, giving the salesman complete and specific data on each item. As a result, every Stewart salesman has, in the catalogue, what is almost equivalent to his sales manager with him at all times, no matter where he may be traveling.

Before going into any detailed description of what the Stewart-Warner people have put into their catalogue and how they have assembled it, it should be made plain that this catalogue does not belong to the same family as those used by the big mail-order houses. Nor does it resemble those ordinarily furnished to purchasing agents by manufacturers or jobbers. It differs also from the catalogue sent out by the wholesaler to his dealers. Finally it does not bear much resemblance to any of the consumer catalogues which manufacturing concerns often circulate in such large numbers.

Stewart-Warner distributes its accessories through about sixty service stations located in the

country's jobbing centres. These service stations are, in effect, the company's jobbers or wholesalers. Each sells to automobile dealers, garages and accessory retail dealers in a definite territory. Each works on a carefully drawn up quota basis. The company furnishes a small catalogue to automobile dealers and others who retail the Stewart line. The bigger, loose-leaf catalogue, which it is the purpose of this article to describe, is sold to the salesmen working out of the company's service stations and selling to retail dealers. It is, then, virtually, a catalogue compiled by a manufacturer for the use of the jobber and the jobber's salesmen. Because these salesmen may have little or no direct contact with Stewart-Warner headquarters, the company feels that it is thoroughly justified in going to great pains to equip them with every selling aid that printers' ink can offer.

A BIG BOOK

Physically, it is a big book—as large as a New York or Chicago telephone directory. It is bound in cowhide. The loose-leaf pages are nine by eleven inches and there are several hundred of them, printed, however, on only one side. The catalogue is replete with illustrations. Wherever possible, the company has put its sales message into pictures. Genuine leather binders, good typography and engravings run into money, but the company decided that it would be real economy to do a quality job. For several years, on earlier catalogues, cheaper binders had been used. The company thus learned that it was far more satisfactory to use a binder that would stand up and keep its neat looks for more than a few months.

As I have already mentioned,

the Stewart-Warner line is made up of ten divisions. Each of the divisions is assigned a separate section of the catalogue, the sections being marked with a rugged guide which will stand up. However, there is an interesting editorial section preceding the merchandise information. This begins with a page devoted to "The Ten Demandments" written by the "Boss," which keeps the Stewart-Warner code of selling performance before the salesman's eye.

Following this, is a page entitled "How to Keep Physically Fit." More and more salesmen on the road are turning their attention toward making their work more effective by keeping themselves in condition to work steadily and to feel like work all the time. This page points out what proper food, plenty of sleep and exercise will do. It also gives ten simple exercises.

On the next page is a chart illustrating the effects of persistency in selling. It shows that less than half of the prospects in the market are ever called on, and then, step by step, it lays before the salesman a series of proved facts culminating in the statement that "95 per cent of all sales are made to dealers at the time of the fourth or subsequent calls."

Many Stewart salesmen do not know the company's history or what the company has in the way of plant and physical equipment. This is outlined carefully, and then the catalogue jumps into a brief word of advice about appearance, planning work and so forth.

Consequently, before he gets into the merchandise sections, the salesman has a good working guide as to company background and policies. All this material could be sent to the man in letters or in a house-organ, it is true. That is the way many sales managers believe in doing it. But what becomes of the letters and the issues of the house-organ? Bound into his catalogue, the salesman has these important data with him constantly.

The primary job of every cata-

logue is to sell or at least to make the sale easier. So the commonplace catalogue describes the merchandise, illustrates it where that is possible and adds a price list. That is where it stops, and by the same token that is why it remains commonplace. The Stewart catalogue merchandise section starts off with pictures of bumper display stands. It tells the dealer that "products well displayed are half sold" and then illustrates the bumper display stands which the company has built for dealers. That is the rule all through the catalogue. Dealer helps are not segregated in a section of their own. They are listed next to the merchandise they relate to. Then, the catalogue shows the dealer by illustrations what punishment Stewart bumpers can take and then traces the steps of a sale, using pictures again in addition to text. Many pages of bumper description and specifications follow. The information is put so that it is usable as well as useful.

A SPECIFIC EXAMPLE

One of the leading Stewart items is a speedometer for Ford cars. Of course, the catalogue must list all the information possible that will sell the dealer on buying these; that is, general description, assurance of accuracy, sound engineering construction and so forth. Here is the way the catalogue goes farther than this and thereby gains in personality. One page is headed: "Here's What a Ford Car Salesman Can Do and Say to Sell the Ford Buyer a Stewart Speedometer." Underneath the heading are four photographs of a Ford salesman and a young couple who have just bought a car from him. Each photograph illustrates a phase of the sale of a speedometer and under each is outlined the best way to bring that sale about. Another page reproduces twenty-two photographs to show exactly how a Stewart speedometer should be installed on a Ford. The salesman showing these to a dealer knows that any dealer will be able to follow them readily and understand

Building National Reputation

Successful national reputation is largely a composite of thousands of local reputations. It is the reputation of your local dealer in Kokomo or Altoona or Waterbury *behind* your reputation as a manufacturer doing a national business.

Are you taking full advantage of the prestige of your local dealer in his own home town?

We can show you a plan whereby you can "cash in" on your national advertising by *adding* the force of your local dealer's prestige in his own community.

You really owe it to yourself to let us explain our plan. It is NEW, yet rigid tests have proven it most successful.

Write us.

CHARLES FRANCIS PRESS

*Sales Promotion Campaigns
to Dealer and Consumer*

**461 EIGHTH AVENUE
NEW YORK**

them without long and detailed explanation on his part. Understanding the product and the way it is used, the dealer can be sold in half the usual time.

A year ago, Stewart-Warner asked its salesmen to send to the main offices in Chicago the story of new methods which they had tried in selling and which had proved effective in getting the order. For each one of these "sales jolts," as the company called them, that came up to a certain standard the salesman was paid \$5. Out of the mass of material that this offer produced the company culled some advertising copy ideas and many novel but practical hints on how certain items could best be sold. These hints have been included in the catalogue. They are all workable. That being the case, they tend to standardize and grade up the selling of the whole force by making available a valuable ready reference of what the salesman can do or talk about to sell Stewart products. This, it would seem, is something that many catalogue builders in other lines might well incorporate into their next editions.

CATALOGUE CAREFULLY SUBDIVIDED ACCORDING TO SUBJECTS

Each section of the Stewart catalogue is a complete unit in itself. The sales ideas, display helps, descriptions, installation and use instructions relating to a product, whether it be a windshield cleaner or a shock absorber, are all together. At his fingers' ends, the salesman has a complete stock of description and information, well laid out, well illustrated and presentable to the dealer. Wherever possible, the story that the company wants to tell is done pictorially.

One detail of maintaining the catalogue at its desired efficiency that will be of some interest and perhaps value to users of loose-leaf catalogues is the way in which Stewart-Warner gets salesmen to insert new sheets as they are sent out from headquarters at intervals. Nothing frets a manufacturer issuing a catalogue to dealers

more than the problem of getting them to keep the catalogue up to date. Failure to insert new sheets in a loose leaf catalogue means but one thing, namely, that the catalogue is not a dependable guide. And that, of course, makes it a fourth-rate selling help.

This is the way that Stewart-Warner tries to make it easy for the distributor's salesman to maintain his catalogue, for which he has paid several of his good dollars, in battle order. Each sheet is numbered and marked with the section of the catalogue in which it belongs. That guards it pretty effectively against getting into the wrong section but it does not insure getting it into the right section. Three or four times a year the company mails out an index of the catalogue telling every salesman just how his catalogue should look if he has kept it up to date. He can check against this and make corrections, but will he do so? As one means of inducing him to do so, the company sends out letters, periodically, cautioning the men against handicapping themselves by working with a catalogue which is not as efficient and useful as they themselves can make it.

That helps considerably, but finally the company asks to have the catalogue returned to the factory for audit. There is nothing regular or periodical about such requests. They may be made at any time and the salesmen know it. It keeps most of them in line. Often the company mails new catalogue pages to the salesman at his home, for the reason that, very frequently, the man will not report to his distributor's office for several days at a time. That detail in itself has been responsible in more than one case for keeping the catalogue in order.

F. A. Wilson Leaves Liggett & Myers

Francis A. Wilson has resigned as advertising manager of the Liggett & Myers Tobacco Company, Inc., New York. He had been associated with the company in this capacity for the last twelve years.



*Our August Issue
the largest yet!*

Advertising Gain

- over last August 20.4 %*
- over August 1923 37.3 %*

**NATION'S
BUSINESS**

Washington

194000 Circulation (Member ABC)

Bunk

Men oftentimes mistake its
glistening brass for gold

A FAMOUS surgeon recently defined his invaluable humanitarian service as "50% bunk, 50% gold."

Patients, he said, demanded many "extraneous motions"—all of little bearing on the case—along with the real good he could do.

* * *

Now of advertising agency service that same point is in question.

Must it, also, concede a measure of "bunk" to render a true service?

Must an advertising agent claim himself a "merchandising expert," an "executive of clients' affairs," a "super-sales manager," an uncannily able "counselor on manufacture," *all of which he is not*, in order to render the real service that is his sole function in the commercial cosmos?

* * *

The function of an advertising agent starts and ends with the supplying of "ideas" and "plans" . . . not in executing them or carrying out their details.

He can and should contribute merchandising ideas of value. But cannot execute them.

He may accomplish great things, in intelligent cooperation with a client's salesmanager. But cannot call on the dealers and successfully sell them

He can advise on matters of policy and of manufacture, only as they relate to the consumer's viewpoint toward his client's product. He is not an executive of a client's affairs, not a manufacturer.

He can help the strong grow stronger. But cannot make a fatally sick business grow strong and vigorous. No business which could not succeed without him could succeed because of him.

Expecting an advertising agent to do more is an injustice, both to him and those he serves. If he claims efficiency beyond his proper scope, he does so, not because he believes himself capable, but in fear his rivals will "outclaim" him. And thus he, in self-protection indulges in fallacious "Bunk."

The true function of an advertising agent is to establish profitable contact, by the printed word, between his client and the consuming public. *And in the development of such preparatory work on policy and plan as is essential to that important issue.*

In that sphere he is necessary and invaluable. For no manufacturer can act as his own sounding board to the public.

Rate an agency that way, and great things will result.

Rate it beyond its powers, and disappointment always comes.

And all of advertising success proves that to be true.

LORD & THOMAS

Advertising

NEW YORK
247 Park Avenue

LOS ANGELES
1151 South Broadway

LONDON, ENGLAND
Victoria Embankment

CHICAGO
400 North Michigan Avenue

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas units to the client's interest.

The character of
advertising coun-
sel can never be
higher than the
caliber of the men
who serve you.

McJunkin
Advertising Company

Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago

The Pictorial Exclamation Mark

It Really Is a Secondary Illustration and As Such Adds Strength to the Principal Art Theme

By W. Livingston Larned

THERE are times after an advertising illustration has been made, when, however well done the picture may be, there is an irresistible inclination to add something to it; to make it speak for itself in a language more direct and exclamatory than the artist's final effort.

In almost every illustration something seems to be missing. The advertiser is never sure that subtlety is the wisest measure in this generation. He frankly yearns for a ballyhoo, a voice shouting from the house-tops, a pointing finger which will make absolutely sure and certain that the public "gets the big idea."

Show the picture of an old mansion, fallen into decay, its timber crumbling, its walls caved in from neglect, its pillars blistered from sun and storm, and you have visualized the suggestion that paint is a preservative. But if you go a step farther, and introduce a hand holding a paint brush, and if this brush boldly strikes a path of paint vividly right across the illustration, on which is lettered the slogan: "Save the Surface and You Save All," you have doubtless clarified the drawing. There is greater assurance of having registered that one vital idea beyond any question of doubt. A secondary pictorial theme, splashed over the main illustration, has tagged it for the unimaginative. Moreover, it is a scheme which, when constantly repeated, welds the parts of the

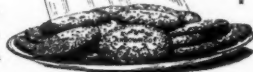
campaign into a cohesive unit.

Many other advertisers have seen the advantages which surround the idea and it is quite surprising to observe the amount of ingenuity expended in arriving at



Arrowroot
The **SUNSHINE**
Health Biscuit

Made in the
"Thousand Window
Bakeries"—by the
Loose-Wiles Biscuit Co.



THAT RAY OF LIGHT IS A POWERFUL AID TO THE ILLUSTRATION

new and clever derivations.

A most interesting contribution is the flash of brilliant sunshine originated for Loose-Wiles Sunshine products. Years ago, it was considered a worth-while advertising idea to exploit the fact that these biscuits were manufactured in the most modern and sanitary of plants—"the thousand-window bakeries." From this thought came the name "Sunshine."

In making up periodical and

newspaper designs for Sunshine products, the very finest of illustrations play a significant part. They are as conscientiously produced as though the advertiser had no intention of deliberately wiping out a part of them, with a downward falling ray of sunshine.

It may be an afternoon social function made up of beautifully set tables and handsomely gowned women, or a birthday party in a wonderful mansion, but, notwithstanding this, the commercial thought is interjected by means of the sunlight.

These rays of sunlight are made to perform interesting art tricks. In spraying across lines of display lettering, they cut the strength of such displays down by one-half thereby adding eye interest to captions. Again, the rays are so arranged as to shower sunlight down upon platters of biscuits, bringing them out in sharp relief, and since light is action, always, they animate every composition in a most pleasing manner.

One of the most recent additions to this pictorial idea is the campaign for Texaco gasoline pump feed pipe, which, executed in white, with a vigorous outline, is made to run boldly right across the pictorial background, as it delivers fuel to the automobile tank in the foreground. What Texaco wishes to emphasize, first and foremost, is the phrase, "Volatility is what you buy." Since this phrase is hand-lettered within the outlines of the silhouetted feed pipe, there is no escaping it.

The American Window Glass Company has worked in a novel feature consisting of a transparent piece of glass, slantwise superimposed over pretty home vistas, suburban cottages, etc.

These novel pictorial exclamations points seem to bring a new quality to an advertisement. The very fact that they transgress upon the space allotted to the main drawing, fails to detract from either. And inasmuch as it is the desire of this advertiser to stress the clear transparency of the glass, the merest sketchy pen outline is required to suggest the product.

Owens tooth brush designs have, of late, featured an idea which ties up with the spirit of this article. The glass container in which the brushes are sold and sealed, are thrust unceremoniously across smiling faces of men, women and children. Very little of the faces is hidden from view and the thought of protection is secured. "Guard Your Mouth" as an accompanying phrase tends further to legitimize the striking compositions.

This illustration plan has been characteristic of this season's advertising for Onyx Hosiery. It adds greatly to the individuality of the campaign. And here, again, it is an important selling argument which must be cried aloud: the sheerness of the hosiery. This is accomplished by hands which hold artistically draped stockings at full length, and this entire motif is run across the larger illustration, parts of it being seen faintly through the silk.

The secondary illustration, therefore, is really a pictorial demonstration of the most significant virtue of the product. It is the artist's way of having his say in no uncertain term.

SQUIBB'S USES THE IDEA

A now well-known art idea that falls in this group is the dotted "Danger Line" as used in all Squibb's dental cream illustrations. It flashes its story over the surface of the most complex compositions.

The famous Auto-Lite foot, in dainty slipper, pressing on the self-starter button, is a decidedly effective example of the proper use of these secondary illustrations. That attractive, slipped foot, in action, thrusts its story across whatever other illustrations the campaign may carry, constantly reiterating a selling theme. Yet it never seems to grow tiresome.

Some weeks ago, an advertiser was called to the studio of an artist, where an illustration of a most elaborate character was being prepared for periodical use. It was in tempera. This finished illustration had been left on a drawing board and one of the artist's

SAINT or DEVIL?

-- or possibly neither

No one element of our national prosperity has been less understood, or more misrepresented, than the great money market of the country that men call Wall Street.

Not only the farmer, but also every other business man, will get a new idea of the essential part Wall Street plays in making possible the business activities of the entire country, by reading the article by Francis H. Sisson, Vice President of the Guaranty Trust Company of New York, "Wall Street and the Farmer."

The COUNTRY GENTLEMAN

August 1st

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

brushes was lying across its surface. The business end of the brush just happened to strike at the roof—the design was to be used for art shingles.

This gave the advertiser an idea. The brush was fastened in place with glue, and when the plate was made, there was a reproduction of the brush, criss-cross, over the painting. It pointed out the art shingles unerringly. That scheme was the basis of an entire campaign which is shortly to appear.

Years ago, the Morton Salt Company originated an advertising phrase; "When it rains—it pours." The present illustrative plan for Morton's salt plays up rainy-day scenes, active with figures and background detail. A white path of salt is permitted to run down through these compositions, from the tilted container.

The central pictures add interest, of course, and they are linked with the selling phrase, but of more practical value still, is the exclamatory down-pour of snowy salt from the sifter.

These secondary illustrations or pictorial exclamation points really constitute an alert way by which the advertiser may say something important with striking emphasis. The idea may not be artistic. It may shock the artist a little to have a canvas thus broken in upon, but the commercial possibilities outweigh any objections.

Southern Publishers Continue Postal Committee Members

With the exception of the appointment of E. K. Gaylord, of the Oklahoma City *Daily Oklahoman* and *Times*, no other change was made in the membership of the committee on postage and legislation of the Southern Newspaper Publishers' Association. Colonel Robert Ewing, New Orleans *States*, continues as chairman of the committee, of which the following were reappointed members: Major E. B. Stahlman, Nashville *Banner*, Urey Woodson, Owensboro *Messenger*, M. E. Foster, Houston *Chronicle* and H. Gault Braxton, Kingston, N. C., *Free Press*.

J. Clifford Dando Dead

J. Clifford Dando, at one time treasurer of the Dando Printing & Publishing Company, Philadelphia, died recently at his home in Springfield, Pa., which town was founded by his father. Mr. Dando was sixty-one years old.

Rad-O-Flo to Be Nationally Advertised

A national advertising campaign is being planned by the Lee B. Mettler Company, Los Angeles, Calif., on the Rad-O-Flo, a new automobile radiator overflow and water-level indicator, according to Mr. Mettler.

"In our sales policy," Mr. Mettler informs PRINTERS' INK "we have set aside, for advertising purposes, four cents more than the article itself costs to manufacture." The campaign has been delayed because the Mettler company has had trouble in securing quantities of crystal balls, from which the Rad-O-Flos are made. These are being secured now in adequate quantities so the campaign will probably start soon.

Hammel-Sutphen & Company, Inc., Los Angeles advertising agency, has been appointed to direct this campaign.

Transit Company Uses Resolution as Copy Theme

While the rate of fare charged by the Philadelphia Rapid Transit Company was under consideration by the Public Service Commission of Pennsylvania, the company used half-page space in Philadelphia newspapers to reproduce a resolution passed by the Philadelphia Real Estate Board. This resolution endorsed the present rates as necessary to the growth and continuance of proper and adequate service.

C. V. Hodges with Barron G. Collier, Inc.

C. V. Hodges has joined the Chicago office of Barron G. Collier, Inc., street car advertising, where he will be in the department of advertising plans. He was formerly secretary-manager of the National Association of Box Manufacturers, Chicago.

White Rock Sales Make New Record

Net profits of \$158,561 make the month of June the best in the history of the White Rock Mineral Springs Company. Gross sales for the first six months of 1925 were \$1,685,274 or \$243,665 above the same period in 1924.

Furniture Account for Birch-Field Agency

The Home Craft Furniture Company, Rochester, N. Y., has placed its advertising account with the Rochester office of Birch-Field & Company, Inc., advertising agency.

P. L. Sanford Joins Campbell Agency

P. L. Sanford has joined the staff of The Campbell Advertising Service, Toledo, Ohio, as an account executive and contact man.

Another Conference

A PLAYLET IN ONE ACT

Book and Lyrics by

HOWARD P. RUGGLES

Scene—A Luncheon Table.

Place

New York Athletic Club.

Time

Yesterday, to-day and to-morrow.

Characters

The System Reader.

The Field & Stream Bug.

The Popular Science Monthly Fan.

The Elk Enthusiast.

Howard P. Ruggles.

*System
Reader:*

"Say, boys, I could hardly wait to get over here to tell you something. You fellows are all successful business men and don't need any advice from me, but I want to tell you that I read something in System last night that woke me up. Harvey S. Firestone was the author and he was quoting Thomas A. Edison, who has placards all over his laboratories that say this: 'There is no expedient to which a man will not go to avoid the real labor of thinking.'

"That was a hot shot for me. I realized that Firestone, Edison and Henry Ford are right. At the end of some days I know that all I have done is just to fumble over a lot of papers, answer a lot of letters and attend to a lot of details that press for my attention. That thought gave me an awful jolt. I woke up to the fact my business was *pushing* me. I don't like that. I want to *push* the business. Believe me, I am going to organize so that I will have time to do the heavy thinking. I have gotten a lot of ideas out of System, but I think this is the biggest of the bunch."

*Field &
Stream
Bug:*

"That's a good idea, System. You know me, Al, I'd rather sit out in a row boat and wait for hours for Mr. Bass, or walk along a stream and throw a

(Continued on next page)

fly at Mrs. Trout, or shoot the old Wild Duck than do most anything, but I'll have to agree with you that Mr. A. W. Shaw has done a great thing with his System. You know, twenty-five years ago every business man was suspicious of every other business man. If he worked out a new plan of manufacturing or a new plan of advertising or selling, he kept it a secret.

"Mr. Shaw has taught the biggest and most successful business men in America that it was good business to exchange ideas. In the last year alone, can you realize that men like Firestone, Filene, of Boston, Elbert H. Gary, Julius Rosenwald of Sears, Roebuck & Co., John Hertz, the man who put the yellow cab on the map, Henry Ford and scores of others have told the inside secrets of their business in articles in System, knowing all the time that if they gave one idea they would get a hundred in return? I wish you fellows would read a little booklet recently published by System. It is called 'The Most Wonderful Thing in Business.' It's the big idea."

*System
Reader:*

"Say, Field & Stream, you seem to feel just as I do. How do you get that way? I've heard a lot of your fish stories, but I didn't know that you were a System bug."

*Field &
Stream
Bug:*

"I'm not. I just recently found out that there are always good ideas in System. I may tell stories about fish, but you can't blame me for that. If you ever caught one like the beauty I landed last summer at Lake George, you'd have fallen out of the row boat. As a matter of fact, I agree with Howard Ruggles; the difference between getting an order and not getting an order is sometimes very slight. Of course, I get a lot of thrills out of a strike, but the bites I get really don't mean anything unless I land Mr. Fish. Count the number of bites or strikes and then see which one of us brings in the most fish. You fellows know just as well as I do that there is a parallel between getting orders and getting fish. When you go after orders you have to have the right inducement, just as when you go after fish you have to have the right bait, and then when you get a strike you have to know what to do with it. Do you get me Steve?"

(Continued on next page)

System
Reader: "I think you're right, Jack. When I was a young fellow, I read an essay by Ralph Waldo Emerson, who said:

"Every man is my Master in at least one thing; in that I hope to learn from him."

"You know more about fish than I do, and if I ever go fishing, I'd certainly like to have you in the same boat. Just as I appreciate the opportunity of sitting down every month and making Harvey S. Firestone, Henry Ford, Judge Gary and scores of other master business men tell me what they have found out about Business and about Men and about Life."

Popular
Science
Monthly
Fan:

"I think, System, you've struck pay ore in that Firestone article—and Field & Stream, I like your fish stories and what you say about using the right bait. Of course, every fellow thinks more about his own business than about anything else. I happen to be the Vice-President and General Manager of an Electric Company that does a business in my department of about \$80,000,000 a year. I read Popular Science Monthly because anything that is *new* in the Mechanical or Electrical field will always be found in that magazine. *New ideas, new ways* of doing things; *that's* what interests me. I'd just as soon try to work without a secretary at my right hand as to get along without Popular Science Monthly as a constant guide and help."

Elk
Enthusiast:

"You boys always have a lot of good ideas. But you give me a big laugh. You take yourselves too seriously. I agree with everything you've said, but I want to tell you that the biggest kick I get out of life, outside of the happiness in my own family and the success of my automobile business (by the way, do you realize that I've sold each of you fellows a car?) is the fact that I'm an Elk. I've learned the true meaning of good fellowship. I like the way the Elks do things. They always seem to have time to do things for other people. Most successful men do."

"Right in our own town the Elks started the Playground Movement, which gives health and joy to so many children. We have sent half a dozen boys to college the past year. We take care of a bunch of crippled kids and another bunch of orphans. We back the Salvation Army. We believe in getting together. We love human beings. An Elk is just a natural born mixer, and when he is for anybody or anything,

(Continued on next page)

it's humanly impossible for him not to *talk*. Did you ever stop to think that 60 per cent of the United States Senators are Elks, and that 32 of our 48 Governors are Elks?"

Howard P. Ruggles: "Boys, we are in a big game. You have given a bird's-eye picture of the kind of men who read these magazines. I have known *System* since A. W. Shaw started it 25 years ago and I am just as eager as Ralph Waldo to learn from the Masters.

"I have known *Field & Stream* ever since Eltinge Warner took it on a shoe-string and made it the greatest Outdoor Magazine in America.

"I have known *Popular Science Monthly* ever since Bob Wilson took a dead one and made it a live one, the Leader in its field.

"I have known *The Elks Magazine* ever since it was started a few years ago, and while the magazine itself is a young one, I'll say it's the Champion of its class; and that the organization behind it has always been true blue and four square. That's the reason why *The Elks Magazine* is such a great success and such a great power.

"When I think of the more than 1,500,000 copies of these magazines that go out every month, that are bought and paid for because they are *needed* and because they *help*, I get dizzy when I try to imagine the *millions* of dollars that their readers spend.

"The Man Group is a grand idea because it gives the manufacturer of Man-products a chance to direct his advertising straight at MEN without paying for a lot of waste circulation. We cooperate with each other and we stand ready to cooperate with the manufacturers of Man-products. We can do a job for them. We can put the *power, prestige and influence* of four great magazines behind worthwhile Man-products, not only with the 1,500,000 men readers, but with every dealer and jobber and distributor in this country who amounts to anything."

The Man Group

COLOR PAGES

The Elks *Field & Stream* *Popular Science* *SYSTEM*
Magazine Monthly The Monthly Review

Ruggles & Brainard Inc.

200 Fifth Avenue
 New York City

More about "Selling to Presidents"

Another Incident, Showing How One President Was Reached

BROOKLYN, N. Y., July 16, 1925.
Editor of PRINTERS' INK:

"Selling to Presidents" in your issue of July 16 is a good story, well-told and interesting, though the writer must have many untold methods of reaching presidents. Perhaps I can add one to his bundle of tricks.

I had tried several times to see the president of one of the largest financial institutions in the country, refusing to see any of the other officers. I had means for seeing him elsewhere, but was convinced that my business with him must be started right in his own office, without interruption until I had had a fair chance to lay it before him. These two conditions were difficult to achieve.

I called again, sending my card to his chief secretary—one of the hard boiled kind. The secretary came out and said:

"The president is very busy, I know he cannot see you now."

"Of course he is busy," I replied. "Every good man is busy. But I know he will see me now. Just let him have my card." I turned away as though that was all there was to it. Presently the secretary returned from his trip to the inner sanctum and told me the president could not see me.

"Take my card back again," I said with a show of impatience, "and tell him I also am busy. Tell him, too, that I want just fifteen seconds of his time; that I will hold my watch in my hand and will not stay longer, whether he wants me to or not."

The secretary went back again and returned with word that I might have fifteen seconds, but no more.

"All right," I responded. "You come in with me and hold your watch on me. I don't want to stay more than fifteen seconds. I haven't the time."

I walked in with the watch in my hand, followed by the secretary. With my eyes on my watch, not on the president, I said:

"Mr. President, I have a matter in which I know you will be intensely interested because it will make money for your institution. It can be laid before you initially in ten minutes. When can I have fifteen minutes with you uninterrupted? I'll take no more than that unless you wish." As I shoved my watch into my pocket I said: "Ten seconds. That leaves five seconds for your reply."

I looked at him as I finished and he was smiling.

"That's a good one," he said. "I never heard that before."

Then he turned to his secretary, who still had his watch in his hand:

"When can I give Mr. Sammis fifteen minutes in my private office upstairs?"

The secretary got out his diary, turned a page or two and replied:

"Friday at three o'clock."

"Thank you," I responded gravely, turned my back and walked out. The secretary opened the door for me, perhaps because I hesitated an instant as

I reached it as though expecting him to do so. Friday was only two days off.

I have used this trick several times since, always with success.

WALTER SAMMIS.

MR. SAMMIS succeeded so well because of his directness. Mr. Sammis admits that he could have seen this bank president outside of his office, but he preferred to approach him in his place of business.

No doubt the bank president appreciated that. Big men are bothered to death with salesmen trying to see them during their leisure. It is becoming more important for the heads of large enterprises to protect their leisure against intrusion than it is to protect their time during business hours. Their business time will be taken up anyway, but if they allow their leisure also to be devoted to business the results are likely to prove disastrous.

The general sales manager who wrote the article, "Selling to Presidents," tells us that the "negotiator" type of salesmen do not attempt to see their prospects outside of office hours, unless after the initial interview the prospect specifically makes an outside-of-office appointment. He says that a salesman can break in on a busy man in his office and not incur his ill-will, but that if he uses these tactics in getting to the same man at his club or in his home he is likely to find that such methods breed ill will.

It is for this reason that there is growing aversion against the use of golf as a selling instrumentality. When executives play golf they naturally want to play with their friends and not to be dated up with strangers whose only interest in the game is to get acquainted with a prospect to whom they expect to sell something.

We know an advertising account that was lost that way recently. A large manufacturing company was considering a certain advertising agency. Up to this point the negotiations had not passed the com-

pany's vice-president. He had full authority in the matter, however, and there was no need of going over his head. But one of the principals in the agency became impatient at this stage and had a mutual acquaintance arrange for a golf game with the president. The twosome got only as far as the fourth hole before the agency man disclosed his hand. The president was nettled, but out of courtesy for his host he held his temper. When he got back to the office, however, he instructed the vice-president to break off negotiations with that agency.

Business men are in business to conduct business affairs. Anyone who has a legitimate proposition to put up to these men need have no hesitancy in putting it up to them during business hours. No matter how busy the executive is, an interview may be had with him if the right methods are used.—
[Ed. PRINTERS' INK.]

Simmons Company Has Increased Net Profit

For the six months ended May 31, 1925, the Simmons Company, New York, manufacturer of Simmons beds, reports a net profit of \$2,010,376 after setting aside \$526,676 for reserves, but before Federal taxes. This compares with \$1,174,120 in the corresponding period of the previous year.

United Drug Reports Increased Sales

The total sales of the United Drug Company for the half year ended June 30, amounted to \$36,892,736. That is the best six months' sales the company ever had and showed an increase of 8.04 per cent over the sales for the first half of 1924. This company manufactures Rexall and Puretest specialties.

F. J. Tolford Advanced by Weyenberg Shoe Company

F. J. Tolford has been appointed advertising manager of the Weyenberg Shoe Manufacturing Company, Milwaukee. He had been assistant to the advertising manager.

Southwestern Agency Advances C. B. Wakeley

C. B. Wakeley, who has been with the Southwestern Advertising Company, Dallas, Tex., for the last six years, has been advanced to the position of director of the petroleum division.

Urges Trade to Take Advantage of "Week-End" Sales

Summer week-ends, which have become a popular vogue, have excellent sales possibilities for the alert dealer. In its business-paper advertising the Welch Grape Juice Company, Westfield, N. Y., is devoting its copy to showing how dealers can profitably use the week-end to increase their sales of Welch's grape juice.

Dealers are urged to feature Welch's for their window and counter displays as a "Week-End Special." To illustrate how these displays can be made to create desire on the part of the public, the copy carries a hint for the dealer in the statement that "For hot-weather week-ends, there is nothing like Welch's for a cooling drink."

New Markets Shown for Bullet-Proof Bodies

The American Armor Corporation, New York, is taking advantage of the many hold-ups which are being reported from all over the country and is calling the attention of automobile salesmen to the sales possibilities of Bovite bullet-proof bodies, which it manufactures.

"A new and profitable field has just been opened to every automobile salesman," reads a recent advertisement in an automobile trade paper. "Bankers, police departments and manufacturers are vitally interested in protection for valuable property and for men in hazardous employ." The bodies are described and salesmen are advised to go after this new market in their home towns.

New Account for Balliett Agency

The Tryon Development Company, Tryon, N. C., has appointed Carl J. Balliett, Inc., advertising agency, Greensboro, N. C., to direct the advertising campaign which is being conducted on the Lake Lanier development. This advertising is appearing in a list of thirty-five newspapers.

National Biscuit Reports Net Profit

The National Biscuit Company reports a net profit of \$3,735,664 for the quarter ended June 30, after taxes and expenses. This compares with \$2,877,031 in the preceding quarter and \$3,617,221 in the second quarter of 1924.

H. C. Stocking with Parish-Acree Agency

Harvey C. Stocking has joined the staff of Chester Parish-Edward H. Acree, Advertising, New York, as an account executive. He was formerly with the advertising staff of the New York Evening Journal.

largest
Advertising
GAIN in
America
first six months 1925

largest
Advertising
GAIN in
1924

New York
Herald Tribune



ORE than a half-million dollars are annually invested in subscriptions to THE CORN BELT FARM DAILIES. This we believe represents the biggest *net* agricultural circulation investment in the United States. Although the subscription price of \$5.00 a year for each publication is the highest in the field, the circulation of approximately 110,000 is paid-in-advance and maintained without the use of premiums, clubbing offers or other extraneous inducements.

¶ The position occupied by THE CORN BELT FARM DAILIES in the realm of agricultural jour-

Corn Belt I

F · THE · LIVE · STOCK · INDUSTRY



nalism is unique, but there is no mystery about it. These publications simply render a real and definite service, a service not duplicated by any other media, a highly specialized and timely service that live stock farmers *need* and for that reason are willing to pay for.

¶ I think enough of the CHICAGO DAILY DROVERS JOURNAL that I have been taking it 24 years. Here is \$5.00 for another year. —M. J. BREEN, Elwood, Illinois.

¶ If I could have but one paper it would be the OMAHA DAILY JOURNAL - STOCKMAN. Yours forever.—S. B. PIERCE, Malcolm, Nebraska.

¶ We have had the KANSAS CITY DAILY DROVERS TELEGRAM in our home for 30 or 40 years and still want it.—C. B. STEPHENSON, Clements, Kansas.

¶ I would not do without the ST. LOUIS DAILY LIVE STOCK REPORTER. It is a great help to me in my business.—CLAY HODGE, Billings, Missouri.

¶ An agricultural campaign to be complete must provide for effective coverage of the live stock field—for live stock farmers as a class are the most prosperous and the most progressive. Every real student of the farm market knows that. And he also knows that the publications issued from the four great live stock market centers do provide effective coverage, without waste and at extremely low cost.

Daily Drovers Journal, Chicago
Daily Journal-Stockman, Omaha
Daily Drovers Telegram, Kansas City
Daily Live Stock Reporter, St. Louis

Combined Circulation—More than 100,000 Guaranteed
Subscription Price—Each publication \$5.00 per year
Combination Advertising Rate—35 cents per line flat
Unit Service—One Order, One Plate, One Bill

General Advertising Office:

THE CORN BELT FARM DAILIES

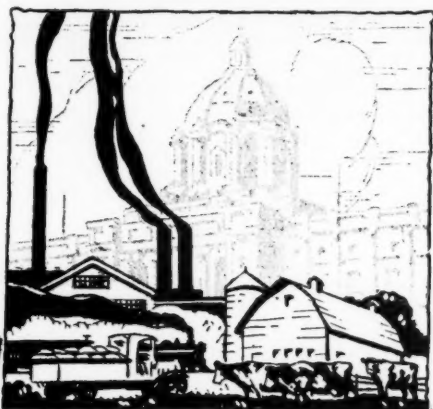
836 Exchange Ave., Chicago W. E. HUTCHINSON, Adv. Mgr.

Eastern Office: Paul W. and Guy F. Minnick,
35 W. 42nd St., New York



Farm Dailies

REG. U.S. PAT. OFF



W

*ITH rails or without—all roads
in the NORTHWEST lead to*

ST. PAUL

*Agricultural Capital—
Industrial Capital—
MARKET PLACE OF THE
MIGHTY NORTHWEST*

St. Paul Dispatch

St. Paul Pioneer Press

Supreme in this Northwest Market—
Supreme in circulation in St. Paul—
—carrier delivered right into the
homes, morning, evening and Sunday;
unsurpassed by any newspaper any-
where for reader confidence and buy-
ing response.

O'MARA & ORMSBEE, Inc.

New York

Chicago

Detroit

San Francisco

A Government Service in Need of Advertising

Citizens' Training Camp Idea Needs Paid Advertising

BYOND all doubt the United States Government gets more "free publicity" than is accorded to any institution or individual.

Almost every Government activity is press-agented every twenty-four hours of the day. And yet when the Government tries to give something away—something valuable—to its citizens through "free publicity" it finds this method wanting in persuading power, in selling power, and in getting action.

An examination into the Government's plight will disclose example after example of the absolute inability of "free publicity" to sell an idea or a service.

Witness the Citizens' Military Training Camp idea. Here is a case where the Government has available, and wants to use, all of its army machinery not only to teach the youth of the nation the rudiments of military life for the future good of the country, but also to better the mental, moral and physical life of young American manhood.

In such camps it is offering a month of clean outdoor life, free of all charges. All costs for railroad fare; for uniforms; for medical and emergency dental care; for recreation and for entertainment are underwritten by the Government. There is the attraction that the Government offers. Yet yards and yards of "free publicity" in reading columns can't sell it.

After two years of wrestling

with this problem Rome R. Benedict of Omaha, Neb., who is a staff specialist of the Officers Reserve Corps, came to the opinion that the Citizens' Military Training Camp idea needed display advertising if it was to be put

Young Men—
**Let Uncle Sam train
you for one month**

Without Cost



**CITIZENS MILITARY
TRAINING CAMPS**

AUGUST 1st to 30th

The C. M. T. C. is maintained by the government for the purpose of the mental, moral and physical development of young men. It is a brief, concentrated course of training which is the basis of good citizenship.

The C. M. T. C. provides practical physical development through drill, sports, which are competitive, and games are provided in the form of football, basketball, baseball, etc., and in the form of outdoor sports, such as golf, tennis, etc., and in the form of indoor sports, such as chess, etc.

The C. M. T. C. stimulates and promotes better citizenship and patriotism, and through expert physical direction, athletic training and military training, mentally, physically, and morally, to make a greater realization of their obligation to society and their country.

The C. M. T. C. costs you nothing. All expenses are paid for the entire period of training—railroad fare, uniforms, equipment, medical and emergency dental care, recreation, and entertainment. There are no other expenses except those which are necessary to see to it that the training is of the highest quality.

**Plan NOW to Attend a
Citizens' Military Training Camp**

Get in touch with the C. M. T. C. Officer, 7th Corps Area Army Building, Omaha, Nebraska, at once and make arrangements to attend camp in the month of August. Do not postpone and do not miss this opportunity.

This page donated by the following firms and individuals in the interest of better citizenship

**PAID ADVERTISING OF THIS SORT OUT-PULLS
"FREE PUBLICITY"**

over as a success. It needed selling copy in which facts of the plan could be attractively presented. He informed Army officers of the Nebraska Corp area of this finding and at their suggestion wrote ten full-page advertisements. These advertisements were sent to headquarters at Washington with the suggestion that, if they were approved, a sufficient amount of money should be granted to permit their use in repre-

sentative newspapers throughout the country.

Selling copy was packed in all of these advertisements. As a sample, consider the copy in an advertisement headed "Young Men—Let Uncle Sam Train You for One Month Without Cost." Here is what that copy said:

Think of it—an entire month devoted to healthful outdoor sports, drill, and recreation. A month crowded full of new thrills, new experiences and new joys!

The Citizens' Military Training Camps are the "Citizen Builders" of our Government—an investment in future manhood. With no thought of making professional soldiers, young men are taught discipline and responsibility, which form the basis of better citizenship.

At the Citizens' Military Camps you will meet and mingle with the best manhood of the land, on a basis of absolute equality. It will bring out the best in yourself through association and will develop you physically, mentally and morally.

And this training costs you absolutely nothing!

Free railroad fare to and from camp, food, clothing, equipment, emergency medical and dental care, recreation and entertainment. No red tape, no future military obligation.

The Government gave consideration to the advertisements. "The material," says Mr. Benedict, "was approved and we were highly complimented for our initiative—but we were informed that Congress had been approached three times with the suggestion of appropriating funds for paid newspaper advertising and each time had refused.

"Still undaunted, we asked permission of the War Department to solicit funds from public-spirited citizens and run this campaign in Omaha, and furnish mats to other newspaper in other cities requesting that they do the same thing. The response from newspapers throughout the country has been very encouraging, and many have run from one to five of these full pages. To date there have been approximately 100 full-page advertisements run throughout the country in this campaign—and at no cost to the Government. Officers in charge of enrolment say that undoubtedly these advertisements have materially increased the camp enrolment this year."

PRINTERS' INK records the foregoing for several reasons: (1) To show that no matter how meritorious your proposition is, you have to "sell it"; (2) To show that "free publicity" is so weak, ineffective and incapable of selling anything that even when the Government wants to give a desirable service to its citizens "free publicity" cannot get action; (3) To show the Government the ability of "paid advertising" in contrast with "free publicity," and (4) To show business interests of the country who have been led into the use of "free publicity" by press agents that if the Government can't get sales results from "free publicity," that they need not expect results for they can in no measure equal the Government's ability to get "free publicity."

James F. Bell, President, Washburn Crosby

The Washburn Crosby Company, Minneapolis, manufacturer of Gold Medal flour, has elected James F. Bell, former vice-president, as president. He will succeed John Crosby, who will become chairman of the board, effective after the adjourned meeting in September. H. R. McLaughlin, general sales manager, has been elected a director.

At the adjourned meeting in September the following regional vice-presidents will be elected: R. F. Bausman, New York; George M. Coss, Boston; F. R. Eaton, Washington; L. F. Eaton, Chicago; W. R. Morris, New York and F. G. Tyler, Providence, R. I.

Corn Products Refining Earnings

The Corn Products Refining Company, New York, in its report for the half year ended June 30, shows profits, after charges, of \$3,446,064, comparing with \$5,428,336 for the corresponding period last year. This company is the manufacturer of Argo and Duryea's starches, Mazola oil and Karo syrups.

L. H. Hardenbergh with Nestlé's Food Company

L. H. Hardenbergh, formerly first vice-president of the Carnation Milk Products Company, Chicago, has been appointed managing director of the Nestlé's Food Company, New York.

Clarence A. Buyer has joined Dade B. Epstein, Chicago advertising agency, as solicitor and contact man. He was formerly with the advertising department of the Chicago Tribune.

"The key, Sahib, is too small."

IN Rangoon, Burma, "on the road to Mandalay," an Indian merchant ordered a consignment of safes. The manufacturer shipped them, as he had in the past, without misgivings. A cable from Rangoon—the Indian merchant absolutely refused to accept the safes, and there they lay, eating up profits in storage charges.

An I.T.D.* representative in Rangoon, who knew local customs, took over the problem. Seated in the cool, dim interior of the shop, the Sahib and the venerable, white-bearded Indian gravely discussed our client's safes.

The new safes had a much smaller key than any previous model, but to the native it was a grievous defect. "Surely there was less merit in a safe which required so insignificant and humble a key."

Finally the I.T.D.* representative persuaded his turbaned host to accept half the consignment and then personally disposed of the remainder locally.

I.T.D.* merchandising experts all over the world are ready to help you solve foreign problems.

*GREEN SEAS and YELLOW GOLD
tells the details and will be sent to
any executive requesting it on his
business stationery.*

***INTERNATIONAL
TRADE DEVELOPER CORPORATION
247 Park Avenue, New York**

Window Displays create
desire,—when and where
the goods are seen, can be
examined and bought!

PHINNEY-WALKER
Automobile Clocks

Convenient
and
Indispensable

PHINNEY-WALKER
AUTOMOBILE CLOCKS

COLOR IN ADVANCE

REG. U. S. PAT. OFF.

THE MUNRO & HARFORD
DESIGNERS AND MANUFACTURERS
LITHOGRAPHED AND PRINTED DISPLAYS
416-422 WEST 33rd STREET

Wherever displayed, this
advertising will be seen.
Whenever seen, this display
will advertise this product.

PHINNEY-WALKER Automobile Clocks



PHINNEY-WALKER
AUTOMOBILE CLOCKS

IN ADVERTISING

U. S. PAT. OFF.

& HARFORD COMPANY

AND MANUFACTURERS OF
PRINTED DISPLAY ADVERTISING

33rd STREET, NEW YORK

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

*If you want to know about our work,
watch the advertising of the following:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
WELLSWORTH OPTICAL PRODUCTS
TARVIA
DUZ
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK-LIGHT
SILVER KING GINGER ALE
L & G AGATE WARE
BONDED FLOORS
TAO TEA BALLS
NEW-SKIN

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies
Member of the Audit Bureau of Circulations
Member of the National Outdoor Advertising Bureau

Some Ideas for That General Sales Convention

The Plans Used by Such Companies as Pratt and Lambert, Carborundum Company and the Upson Company

By Warner Bates

UNDER the title: "Why Sales Managers Favor District Sales Conferences," an article in *PRINTERS' INK* for April 2, 1925, pointed out that many executives have discovered that the district convention costs less than the national meeting, that it interferes less with work on the road and brings out more individual ideas. The district conference has other advantages also, most of which are discussed in the above article.

However, this does not mean that the general sales convention is slated to go. Many manufacturers will find that the district meeting is not suitable for their purposes. Others, will conclude that district meetings should be supplemented by an occasional general convention. It is to aid these executives that the general convention ideas described following have been collected.

We will first examine the methods employed by the Carborundum Company, Niagara Falls, N. Y., a concern that makes abrasive products sold to a large number of industries in various fields and also through the retail hardware trade.

Roughly, the Carborundum Company's sales force of upward of 100 men is divided into four groups: 1. Precision grinding; 2, rough grinding or foundry work; 3, coated abrasives (abrasive papers and cloths); 4, salesmen calling on the hardware trade.

In bringing all these men together for an annual sales meeting, the company faces the problem of arranging a program that will interest everyone present and at the same time deal specifically enough with sales conditions in the various fields covered. Both objects must be accomplished without wasting time.

The first two days are devoted to group gatherings. Then, all matters considered in the individual groups are studied. Those which are found suitable for presentation to the general sessions which conclude the convention, are boiled down to a point where they can be passed on to, and assimilated quickly, by the entire sales force.

Each group has its chairman chosen from among the district sales managers in attendance. The only exception is that the chairman of the hardware group is sales manager of the home-office hardware department. These group chairmen lay out the program for their work in advance, so that it will be directed along beneficial lines and occupy a minimum of time.

DETAILS OF GROUP PROGRAMS

To illustrate the nature of the group programs:

The men in the precision grinding group at the January convention this year devoted considerable time to a thorough discussion of proper wheels for various kinds of grinding work in plants that work to exceedingly close limits. In the rough grinding group there were exhaustive talks on steel, iron and malleable castings grinding and general factory work. In the coated abrasive section, the application of Carborundum products in the wood-working field, boot and shoe factories, automobile body plants, etc., was taken up.

On the afternoon of the second day the men attending the convention went for an inspection of the plant, while the chairmen of the various groups and their assistants got together and dictated condensed reports of everything

that had taken place in the individual meetings.

General meetings opened on the morning of the third day. The condensed reports of the various group meetings were gone over and any points considered of advantage to the entire sales force were thrown open for general discussion. Following consideration of the condensed reports, the convention program turned to general merchandising matters.

Another variation of the group idea is found in the convention recently held by Johnston & Monser, Western and Central New York representatives of the Mutual Benefit Life Insurance Company of New Jersey. Here, the problem was to group men of varying grades of selling ability so that the ordinary plugger would profit by intimate contact with the star salesman and also to facilitate the exchange of selling experiences and ideas under the close supervision of men competent to hold discussions to essential points.

The Johnston & Monser force consists of ninety men, several in the star salesman class. In addition, sixty star men from mutual benefit agencies in sixteen States attended, both as a matter of co-operation and also to take home valuable selling ideas developed in the meetings.

On the opening day, the men were divided into groups, eleven being the maximum to a group, each in charge of one of the high-powered producers in attendance. Men from outside the Johnston & Monser agency were apportioned among the various groups so that an outside agency sending more than one man could participate in the discussions of as many groups as possible. It was insisted that every man in the convention should take part in the discussions.

Here seems to be rather an important point in considering the group convention thought. If your convention is of such a nature that it is desirable to have everyone attending take an active part, some sort of grouping probably will be found necessary, at

least with a sales force of any considerable size. On the other hand, if it is deemed wiser to have the men listen rather than talk, the general meeting probably will work out best.

Men in service less than two years were segregated into groups in charge of salesmen experienced in training field forces and discussions in these groups were more elemental than in the average group.

A general meeting was held on the morning of the second day but in the afternoon the convention again divided, this time into two groups, one discussing income insurance and the other, business insurance. This suggests the possibility of employing more than one plan of grouping in a single convention to accomplish various results.

For example, a manufacturer of food products sold through the grocery trade might find the following groupings valuable: First, small and easily-handled groups of star salesmen and average men; Second, large groups composed of wholesale and retail men; Third, territorial groups; Fourth, general meetings.

Or a manufacturer of hosiery might, for instance, need a plan similar to the following: First, small groups of star salesmen and average men for instruction and experience exchange; second, a grouping of men calling on the dry goods and men's furnishings trades; Third, wholesale and retail groups; Fourth, general meetings.

CONVENTIONS LACK OBJECTIVES

One point on which general sales conventions are likely to be questioned by the management is their frequent lack of definite objectives. It is claimed that the salesmen depart from the annual gathering with a hodge-podge of sales and advertising ideas but no one definite outstanding idea that will create business throughout the year ahead. The following solution to the problem was adopted by the manager of a large sales force:

Certain representative States were chosen for an analysis of sales and distribution of the company's products. Three maps, twelve feet square, were made, showing graphically every town in these three States of 1,000 population or more where the concern has dealers. Different colors were used to indicate the classes of product sold in each case, and also the cities without any dealer representation. Summaries were made up in advance to show the percentage of distribution possessed by each individual salesman in his territory.

Based on the showings made by individual salesmen and the map's revelations as to territory insufficiently sold, the company had prepared in advance individual "minimum expectancy" sheets for each salesman to take back into the field with him. Each individual's sheet was headed: "YOUR JOB."

First, these sheets showed every man that his company expected him to produce a definite amount of business in each unit and in each major division of products. Secondly, they indicated that a definite increase in dealer representation was anticipated. Towns were listed in three classes as follows:

Towns in which you are to obtain our minimum expectancy on representation.

1. Active towns—these are to be retained as active.

2. Preferred prospective towns—These are to be made active.

3. Prospective towns. If you fall short in either of the above classes you can still complete your town representation quota from these.

Another thing shown the salesman by the sheets handed them was the manner in which their bonus would be favorably affected by reaching or exceeding the company's minimum expectancy on either product or representation. This was carefully explained, detail by detail, so that the salesman this year can compute his own bonus, rather than having the account handed him by the

auditing department which, it is believed, will be more satisfactory to the salesman.

Demonstrations in connection with product talks at sales conventions is not a new idea, but the thoroughness with which Pratt & Lambert, Inc., Buffalo, applied this plan during their January sales convention is worthy of study.

In general, the thought of visual demonstration was hooked up with every convention talk where it would help visualize the points made by the speaker. This not only increased the effectiveness of the message, but economized on time. It was even extended to the advertising manager's announcement of the company's publicity plans for 1925. Each magazine advertisement had been reproduced by a bromide enlargement four feet high with a proportionate width. These were shown from the platform one by one and afterward set on easels about the convention room for display throughout the meeting.

THESE MEN USE DEMONSTRATIONS

Pratt & Lambert salesmen, in calling on the trade, make extensive use of demonstrations. Therefore, in the case of the visualization methods mentioned, this plan not only served to sell the men on the quality and uses of the product, as well as to make talks interesting and save time, but also to give the salesmen new ideas usable in their daily selling contacts with the dealer.

All product demonstrations were performed by a finishing expert from the company's laboratory staff who worked in plain sight of every man on the floor. He wore the customary painter's overalls and cap, thus creating the practical atmosphere. Each demonstration had been carefully rehearsed in advance so that the work progressed from point to point simultaneously with the speaker's talk.

Care was taken to have the pieces of material to be varnished of proper size and to use a sufficiently strong light so that no one

would have difficulty in seeing what happened. After each demonstration, the finished results were placed on easels and left on exhibit throughout the various sessions.

The following, while not a complete list of demonstrations accompanying talks at the P. & L. convention, will give an accurate idea of the plan followed:

Talk by a division sales manager on "61" Floor Varnish. The finishing expert worked on a specially constructed strip of flooring, showing the ease with which the varnish could be applied and the manner in which it finished up.

Talk on Effecto Auto Enamel by a division sales manager, accompanied by demonstrations on a disk wheel and an old automobile fender.

Talk on Vitralite, the "Long-life Enamel," by a division sales manager accompanied by a demonstration on a house door.

Talk by the general sales manager on 38 Preservative, for interior trim, demonstrated on interior panels, and a talk on Fil-tex, an all-round first coater and primer, demonstrated on various surfaces including blotting paper, concrete, wall-board, plaster and wood, to show the excellent suction-stopping characteristics of this product.

Discussion by a division sales manager of Lyt-all, a factory wall coating, demonstrated on large panels of wood and concrete, together with various charts showing the mixture to be used on different surfaces.

CHARTS SAVE TIME

Charts have been found excellent time-savers, visualizing, in an instant, propositions that could not be explained to the salesman in many precious minutes through the medium of the human voice. At the same time they also serve to make the speaker's message clear. The Upson Company used the chart method effectively at its last sales convention.

"The Upson Advertising Mill" was the title of one chart used

by a speaker whose job it was to impress the salesmen with the value of the advertising with which the company is backing up its men.

"Upson advertising costs \$10 a word," was the first statement made by the chart. Following this came a sheet showing a rough drawing in cartoon treatment of a group of advertising agency men and Upson officials sitting round the table discussing advertising policies and plans. There was enough humor and human interest in the drawing to interest the men and it also clearly established the fact that this company's advertising was the result of careful planning by many minds.

Another chart showed the ingredients claimed for Upson advertising: 1, Truth; 2, Definiteness; 3, Completeness; 4, Pride of product; 5, Consistency. The speaker discussed each point in turn, this being the backbone of his talk.

Still another speaker used the chart method to talk on the company's selection of mediums for its forthcoming advertising campaign. One chart listed the various factors which make certain publications worth while for this advertiser as follows: 1, Circulation; 2, Character of readers; 3, Editorial tie-up with the company's broader interests (in the case of Upson, better home interiors); 4, Color; 5, Co-operation (including work with dealers, position accorded advertising, etc.); 6, Dealer acceptance.

After explaining these factors, the speaker let the salesmen fill in the names of various periodicals that the company might consider, rating them in percentages according to the points given. The result was that in every case the salesmen selected the exact list the company had previously decided upon, thereby selling themselves on the company's selection of mediums far more strongly than would have been the case had it been announced as a predetermined thing.

Another speaker talked on the product. "Who Buys Upson



*Nyal Company
use
Amerseal*

"Keep This Jar Tightly Capped"

The Nyal Company are well aware that the lasting strength and remedial value of their hepatic salt depends on its proper protection from all air and moisture. So they chose as a seal for its container, Amerseal, the seal and reseal which they know fulfills their instructions—"Keep This Jar Tightly Capped."

The scientific mechanical construction of the Amerseal enables the container to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making an absolutely secure and air-tight closure, yet easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust.

The majority of Amerseals are lithographed—the users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

Amerseal Your Product
A Better "Seal-and-Reseal" Is
Not Possible
AMERICAN METAL CAP
COMPANY

Brooklyn	New York	
Branches	in the following cities:	
Chicago	St. Louis	Portland
Cleveland	Los Angeles	Seattle
Detroit	San Francisco	Louisville

The Farm Journal
Has Always Been
Brief

The Farm
first in the

PHILADELPHIA

BOSTON

LOS ANGELES

NEW YORK

Th
bee
low

"The brief style is that which expresseth much in little"—B. Jonson

Expresses much in little! That is what The Farm Journal has been noted for throughout its nearly half century of service to American farmers.

The worthwhile farmer is the busy farmer, and the busy farmer prefers brevity, which is one reason for the special affinity between the worthwhile farmer and The Farm Journal. No doubt, its "brief style" has had much to do with making The Farm Journal the most popular farm paper.

Brevity has meant much more than condensing long articles into short ones. The Farm Journal's practice of delivering "wheat—not chaff" to its readers has meant *more* kernels—because valuable space has not been taken up with worthless husks.

In 1924, The Farm Journal published 2,313 different articles—25% more than any other national monthly farm paper. Padded articles, to get the "meat" of which requires tiresome, useless reading, have no place in The Farm Journal. The farmer wants not the husks, but the kernel, and he wants to get it quickly. That is why The Farm Journal is considered best by the most farmers.

The Farm Journal has *always* been a monthly, *always* been brief, *always* had a small page, *always* maintained a low subscription price, *always* sold multiple subscriptions.

Journal

farm field

NEW YORK

CHICAGO

SEATTLE

SAN FRANCISCO

Board?" the first chart asked. In a series of cartoon charts, consumers were shown to be: 1, The contractor; 2, Father, who always pays the bills; 3, Mother, who has an important finger in the selection of materials for the home; 4, Mr. Fixit, the handy man about the house.

Several other charts were used, some of them being concerned with the product and competitors' products and others with the Upson company, its personnel, history and growth.

All the charts mentioned were quite inexpensive, being made of heavy manila paper, or by using a large blackboard. No elaborate lettering effects or costly art was attempted, the main point being to effectively visualize various talking points. Naturally, a bold treatment as to lettering and illustrations was followed.

This article has been based on a survey of methods used in a number of sales conventions. It has been the intention of the writer to direct attention of executives to the many variations of the general sales convention, not all of them new, but all tested and successful. Where the sectional sales conference is advisable, not even the very admirable plans described will make the general meeting practical. On the other hand, these same ideas should be extremely suggestive to those executives who have decided after appropriate investigation that the general meeting best fulfils their requirements.

General Motors Has Most Satisfactory Half-Year

Earnings of \$46,082,236 for the first six months of 1925 are reported by the General Motors Corporation. According to Alfred P. Sloan, president, this is the most satisfactory statement, in respect to earnings, that the company has ever made. The net profit for the same period last year was \$27,066,990.

Selden Truck Corporation Advances F. J. Kolb

F. J. Kolb, who has been with the Rochester office of the Selden Truck Corporation for eight years, has been made vice-president and general manager of its New England branch, The Selden Sales & Service Company, Boston.

Lumbermen to Use Earthquake as Advertising Argument

The negative in advertising appeal seems to have no terrors for lumber manufacturers. According to E. P. Ivory, an official of the California White & Sugar Pine Manufacturers' Association, a widespread campaign soon will be started to show the safety of lumber-constructed buildings in times of catastrophes such as the recent Santa Barbara earthquake.

"Just as soon as people are in a frame of mind that will permit them to look upon this earthquake without excitement," Mr. Ivory said, "we are going to tell them in full detail the story of what wooden buildings did in saving Santa Barbara."

The campaign, which is now being prepared, will be based upon statements such as one made by Karl M. Anderson, editor of the San Francisco *Chronicle*. Mr. Anderson went to the stricken area in an airplane and wired his paper as follows:

"In many Santa Barbara houses the shocks were so severe that pictures were reversed on the walls, pianos were shoved five feet from their original positions and in one case a dining table was turned completely upside-down. Frame houses were moved easterly and while some of these walls were cracked or out of plumb none were seriously damaged and no loss of life occurred in wooden houses."

The lumbermen are preparing to feature this and many other statements in an energetic advertising effort. A Pacific Coast wholesaler is enthusiastic enough to state that the opportunity "is the greatest the world ever has given one single commodity or trade."

Life of Mack Buses Measured by License Plates

"Study the Mack Bus from the Story Told by License Plates," is the heading of a trade-paper advertisement of the International Motor Company, New York. The copy is illustrated with a long trail of plates which tells, in graphic form, of the years of service which may be expected from Mack buses.

"What story of depreciation do your license plates write?" the copy asks. "After you change your license plates a number of times where will you land? Will you attach many new plates to the same bus, or will the junk heap claim the bus that carried your first license plate? Mack answers these questions by satisfactory and economical service spread over many years."

Jordan Motor Reports Net Profit for Quarter

The Jordan Motor Car Company, Inc., Cleveland, Ohio, reports a net profit of \$228,575 for the quarter ended June 30, before Federal taxes. This compares with \$205,138 in the preceding quarter.

Net profits for the first six months of this year totaled \$433,713 compared with \$480,671 in the same period of 1924.

Advertising and Commodity Costs Discussed at Seattle Meeting

In Three-Minute Speeches, Club Representatives Tell How Advertising Lowers Cost to Consumer

"HOW Advertising Lowers the Consumer Cost of a Commodity," which was the subject of a three-minute speaking contest, proved to be one of the outstanding



DON E. GILMAN

features of the twenty-second annual convention of the Pacific Coast Advertising Clubs Association, which was held at Seattle from July 20 to 23. Laurence N. Pease, president of the Stockton, Calif., club, won a silver trophy for his club

on the strength of his address.

"Advertising lowers the consumer cost of a commodity because it decreases cost of production and cost of selling, besides putting and maintaining merit in goods," Mr. Pease said. To illustrate how this was accomplished, he referred to Colgate's, Kellogg's and other advertising successes which, he said, demonstrated that packaged goods, advertising and quality are inseparable. "These cases," continued Mr. Pease, "are not exceptional, just illustrative. Again, proof rests upon and follows understanding of a fundamental principle; only by large-scale production can there be a minimum unit cost of manufacture; large-scale production is the consequence of securing constant output because of secured or stabilized markets; such markets can be created, and created rapidly, only by the massed marketing method—advertising."

Tom J. Turner, manager of the national advertising bureau of the *Spokane Spokesman Review* and *Daily Chronicle*, at a meeting of the newspaper departmental, discussed "The Importance of Co-

operative Campaigns for Promoting National Business." Frequently, he said, newspapers feel that they are being imposed upon with too many requests for information and co-operation. Newspapers, Mr. Turner continued, should view their merchandising efforts from the standpoint that the co-operation which they render is one that will ultimately produce the best results for themselves and their advertisers. "The co-operation which we render the advertiser serves a double purpose," he said. "First, it enables us to develop our own sources of reliable information and insures a greater success for our advertisers, and the obtaining of data will help get more business if we make intelligent use of it."

Mr. Turner also devoted a large part of his remarks to urging that the publishers of the Pacific States get together so that a co-operative campaign might be conducted featuring the potentialities and wealth of their territory.

Departmental meetings were generally well attended. Each departmental chose from among its speakers one to repeat his talk at the general session on July 22. The following were selected:

Retail advertising, Florence Schindler, Los Angeles; newspaper advertising, D. F. McMahon, Chicago *Tribune*; direct mail, C. E. Fisher, Seattle; graphic arts, Charles Duncan, San Francisco; financial, V. W. Fell, Everett, Wash.; public utilities, Norwood W. Brockett, Seattle; community, C. E. Parsons, San Francisco; educational, Professor Harry S. Stonier, University of Southern California; outdoor, R. S. Montgomery, San Francisco, and Better Business Bureaus, Ferris R. Miller, of Los Angeles.

C. K. Woodbridge, president of the Associated Advertising Clubs of the World, arrived in time for the last general session. He pleaded that an effort be made to give the general public a better understanding of advertising. "It is our

Poor Old Braddock



Braddock looked at his troops and rubbed his hands. Their red coats would dominate any landscape, they had shiny guns, they brushed their hair neatly with military brushes. They always stepped out briskly with the left foot. It was "good-bye" to the enemy. He divided his score-card into spaces for "French" and "Indians" with plenty of room

for the "Grand Total," and marched for Fort Duquesne.

It is reported that his men hit a lot of trees—but the plagued enemy scattered and *would not* draw up in columns to be shot at, as expected. However, his American Rangers, who knew the territory, brought back the nicest scalps of the season.

It is eminently true of the South that advertising must



"Sell it South"

be geared to local conditions. You can't cover the South with magazines alone. Magazine circulations are too scattered. In ten wealthy Southern States, even the greatest magazine has a circulation equal to only about 1% of the total population. But the local newspapers cover the territory economically and effectively. The South reads newspapers largely, believes in them thoroughly — and newspaper advertisers pros-

per like the young Bay trees. Here's a vast market, newly alive to its own possibilities, showing enormous increases in wealth. Here are newspapers whose merchandising service is specialized to local conditions.

For detailed information on the South as a Market, write to the Southern Newspaper Publishers' Association at Chattanooga, Tennessee, or to any of the newspapers listed below.

The South Knows These Newspapers and These Newspapers Know The South

ALABAMA

Aniston Star
Birmingham Age-Herald
Birmingham News
Huntsville Times
Mobile Item
Mobile Register
Montgomery Advertiser
Montgomery Journal
Opelika News

FLORIDA

DeLand News
Fort Myers Press
Gainesville Sun
Jacksonville Journal
Jacksonville Times-Union
Lakeland Star-Telegram
Miami Herald
Miami News
Orlando Reporter-Star
Orlando Sentinel
Palm Beach News
Sanford Herald
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Tampa Times
Tampa Tribune
West Palm Beach Post

GEORGIA

Albany Herald
Atlanta Constitution
Atlanta Journal
Augusta Herald
Columbus Ledger
Moultrie Observer
Savannah News

Thomasville Times-Enterprise
Waycross Journal-Herald

KENTUCKY

Paducah Sun

LOUISIANA

Baton Rouge State-Times
Lafayette Advertiser
Lake Charles American Press
Monroe News-Star
New Orleans Daily States
New Orleans Item-Tribune
New Orleans Times-Picayune
Shreveport Times

MISSISSIPPI

Greenwood Commonwealth
Gulfport & Biloxi Herald

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Elizabeth City Advance
Fayetteville Observer
Gastonia Gazette
Greenboro News
Henderson Dispatch
Hickory Record
Kinston Free Press
Raleigh News & Observer
Raleigh Times
Rocky Mt. Telegram
Salisbury Post
Winston-Salem Sentinel

SOUTH CAROLINA

Charleston News & Courier
Columbia Record
Columbia State
Rock Hill Herald
Spartanburg Sun
Sumter Item

TENNESSEE

Chattanooga News
Chattanooga Times
Clarksville Leaf-Chronicle
Columbia Herald
Knoxville Sentinel
Greenville Democrat Sun
Knoxville Journal
Memphis Commercial Appeal
Memphis Press
Nashville Banner

VIRGINIA

Clifton Forge Review
Danville Bee
Danville News
Danville Register
Fredericksburg Daily Star
Lynchburg Advance
Lynchburg News
Richmond News Leader
Roanoke Times
Roanoke World News
Staunton Leader
Staunton News-Leader
Winchester Star

VIRGINIA-TENNESSEE

Bristol Herald Courier
Bristol News

Through Newspapers"

business to bring out stories that will prove to the world the economic force of advertising," he said.

As forecast in an early report on the convention, which appeared in **PRINTERS' INK** last week, Don E. Gilman, manager of the San Francisco office of *The Christian Science Monitor*, was elected chairman of the association. He succeeds Lloyd Spencer, of the *Seattle Post-Intelligencer*.

The following vice-presidents were elected: Eastern Washington, Ray Kelley, Spokane; Western Washington, Tom Jones Parry, Seattle; Oregon, Paul T. Shaw, Portland; Northern California, Dave Levison, Stockton; Southern California, Tom Shore, San Diego, and to represent women-at-large, Florence Schindler, Los Angeles.

San Francisco was selected as the next convention city.

The treasurer's report showed a comfortable balance, the total being in excess of the balance a year ago. Mr. Spencer was authorized to attend the mid-winter conference of officers at the expense of the association.

C. R. Manship Starts New Baton Rouge Daily

The *Morning Advocate* is the name of a newspaper which has started publication at Baton Rouge, La. It is published by Charles P. Manship, who is also publisher of the *Baton Rouge State Times*. The new paper will be published every day except Monday.

Lockwood Brackett Company Appoints F. J. Ross

The Lockwood Brackett Company, Boston, importer and distributor of Laco castile soap, Laco shampoo and Laco olive oil, has placed its advertising account with The F. J. Ross Company, New York advertising agency.

Lakeland, Fla., "Ledger" Appoints Budd Company

The Lakeland, Fla., *Evening Ledger* has appointed the John Budd Company, publishers' representative, as its national advertising representative.

Death of Laverne Collier

Laverne Collier, manager of the Miami, Fla., *Illustrated Daily Tab*, published by the Vanderbilt Newspapers, Inc., was killed on July 25 at Miami in an automobile accident.

Buy Control of International Trade Developer Company

B. T. Woodle and his associates have acquired complete control of the International Trade Developer Corporation, an international merchandising and publishing organization. The executive offices of the company have been moved from Chicago to New York. Mr. Woodle, who was recently with the Motion Picture Producers and Distributors of America, Inc., in the foreign and legal departments, is president and general manager.

Other officers of the company are: W. L. Betz, vice-president and treasurer, formerly with the American Exchange National Bank, New York; W. S. Warfield, III, secretary, formerly of Vent & Warfield, Chicago attorneys; H. M. Love, general sales manager, formerly with the International Trade Press Inc., Chicago, and C. H. Webber, general service manager.

New Accounts for Dominion Advertisers Ltd.

The Beach Foundry Ltd., Montreal, Que., and Saltrates Ltd., manufacturers of Rendel Bath Saltrates, of the same city, have appointed the Dominion Advertisers Ltd., advertising agency, also of Montreal, to direct their advertising accounts. A newspaper advertising campaign will be conducted by the Beach Foundry Ltd., on its Beach electric range.

The Dominion Glass Company Ltd., Montreal, has also appointed this agency to direct its advertising. Farm papers will be used to advertise its preserving jars.

Atlanta Council Votes for Department of Advertising

The City Council of Atlanta, Ga., voted almost unanimously, for a measure that would authorize the creation of a municipal department of advertising. However, before the department may be established, the Georgia Legislature will have to grant the city a charter amendment. General tax funds would be used for the maintenance of the department and it would be supervised by a committee of councilmen.

C. J. O'Reilly Joins Newcomb Agency

C. J. O'Reilly has joined the staff of James F. Newcomb & Company, Inc., New York, direct advertising, as an account executive. He was formerly secretary and treasurer of the E. W. Hellwig Company, New York.

P. C. Gunion to Leave Hyatt

Philip C. Gunion has resigned as market and research manager of the Hyatt Roller Bearing Company, Newark, N. J. The date on which his resignation will become effective has not been definitely decided upon.

Keeping a Stock Record of Dealer Helps

Record Systems for the Care of Advertising Literature Are Generally Valuable in Inverse Ratio to the Efficiency of the System

LEHIGH PORTLAND CEMENT CO.

ALLENTOWN, PA.

Editor of *PRINTERS' INK*:

The writer is desirous of obtaining an index of articles that may have appeared in *PRINTERS' INK* and *PRINTERS' INK MONTHLY* from time to time, dealing with methods or systems used by advertisers keeping stock records of advertising material, or dealer helps.

If you have such an index prepared, we would appreciate your providing us with it.

LEHIGH PORTLAND CEMENT COMPANY.

C. G. NORTON.

OF systems for keeping track of advertising material there is literally no end. The great desideratum is not a system so much as it is a system for keeping the system going. First, there is a policy about dealer helps. With the policy clearly defined, a system is evolved to make the policy operative. Then the system flourishes for a while and either dies a lingering death because the man who originated it or was its patron saint is sidetracked to other work, or the system becomes a fetish and the policy fades off to nothingness.

It wasn't so long ago that the care of dealer helps was a minor detail of the advertising department's work, in charge of "a bright boy" or "a capable young lady." Now many chief executives have taken to worrying their advertising managers with fretful questions about dealer helps and the use dealers are making of them. The other day we sought an interview with the president of one of the largest manufacturing concerns in this country upon a question that should have been engaging a large part of that executive's attention. He said: "I haven't thought about it. The thing I'm interested in right now is the enormous waste in dealer-help material and what other manufacturers are doing to reduce it. Talk to me about that."

Mr. Norton's inquiry prompted us to leave a cool desk on a hot

day and drop in on a few advertising and sales executives to see whether the perfect system had been discovered. While chatting with the advertising manager of a concern whose expenditure for dealer helps runs into real money, the president of the company suddenly opened the door and said: "The inventory shows we've still got some of those 'Harvest Moon' display cards on hand. I'd like to talk to you about them when you are at liberty."

This advertising manager confessed that the matter of an adequate system was one of his major worries. He said: "We take a periodical inventory of all advertising material on hand. The latest one taken, a copy of which is on my desk right now, shows we still have on hand quantities of items that are three and four years old. Yet we don't know how to get rid of them and be sure they will be used. The best thing I have been able to work out is the compiling of a special list of dealers who we know will use what they ask for and confine our orders of new pieces to what these dealers will take."

Another advertiser, with thousands of dealers and a sales force of 500 men, has solved the problem to his satisfaction by cutting the dealer out of it. It is the salesman's job to decide what advertising matter a dealer shall have, to deliver it in person and put it up. When a new piece is originated, the responsibility for the quantity ordered is placed on the sales department, based on a ninety days' supply. The 500 salesmen represent 500 territories. The head of the sales department determines the quantity which each territory can use in ninety days. The quantity to be ordered is built up in this way. When the matter is received from the printer it is shipped to the supply depot in

Nine Key Markets of Texas



Ninety per cent of all Texas lives in the eastern half of its square mile area—the territory served by the Nine Key Cities.

The estimated wholesale business of the Nine Key Cities for 1924 was —\$2,312,000,000.

Don't pin your faith on eenie . . . meenie . . . minee . . . mo!

May we, who know Texas, make a respectful suggestion?

Don't use a process of counting out to determine which market is "it" in Texas.

Texas is not a "one-town" state nor a "one-paper" territory. In the Greater Texas Market there are Nine Key Cities—the points pictured on the map on the page opposite. Each of these markets is of primary importance in its own trade territory. Each is the biggest sales point in its trading radius.

A sales plan that contemplates first the conquest of these cities is on a solid foundation.

Nearly one-fourth of Texas' four and three-quarters million people are concentrated in these points. Here all important jobbing interests focus. Here, ready volume and accessibility are merged with progressive citizenship and stable buying power.

Sell the Key Markets first. After these are sold, proceed with the detail work of territorial distribution.

You can do more in a shorter space of time. You will eliminate lost motion and not lose the advantages that thorough distribution and established volume will contribute to the slower and more costly work of town by town territorial selling.

It is the economical way to sell Texas. Merchandising through metropolitan markets is as valuable to your sales program in Texas as in any other state. The advertisers who have succeeded most in Texas are the advertisers who have pursued this policy.

You can secure all the necessary data, on any or all of these Key Markets, by addressing a request to the newspapers there. Don't you think it a good idea to get the facts?

Any newspaper in any key city will be glad to give you complete data on its territory. Write today.

each territory. It is requisitioned out to the salesman by towns. When the salesman arrives in a town, he finds awaiting him the advertising material for the dealers in that town. It is a regular part of his work to take it with him on his calls and put it up. Every thirty days the home office receives an inventory of all advertising material on hand at each supply depot. The "system" for keeping track of all this grew out of the policy. There is no particular merit in the system as a system. One method or scheme will answer as well as another so long as it serves the end of enforcing the policy.

That may be the key answer to Mr. Norton's question. One advertiser called on had just installed quite an elaborate "visible" card index system in two sections. Section number one was a list of dealers. There was a five-by-eight-inch card for each dealer. It bore, on the face side, quite a lot of interesting data about the dealer, the size of his town, his store, his windows, the individual in the store who looked after the advertising matter, a column for noting his monthly sales, and spaces for briefing in the reports of the salesman about how the dealer made use of display matter. The reverse side showed dates, order numbers and quantities of printed matter sent, with form numbers of the different kinds. The upper edge of this card, reverse side, bore a row of little squares, perhaps forty or fifty, each one containing a form number printed in tiny type.

When a dealer was sent a certain piece of advertising matter, the little square was tinted red. If every form of dealer help had been sent to a dealer, all the little squares across the top edge would be tinted. Taking a drawer full of these cards, and flopping them over so that all the upper edges showed, the user of the system could see at a glance how extensively the dealers were using advertising material.

Section number two of the system contained a card for each advertising form number, with

spaces to record on the card a full description of the piece, when ordered, quantity and names of all dealers to whom the piece had been sent. Thus the user of the system was in a position at all times to answer the questions, "What dealers used this or that piece of advertising matter?" and "What advertising matter does this or that dealer use?" Such a system, and a periodic inventory of advertising material, safeguards the advertiser against loss and waste of printed matter as a *stock record-keeping proposition*. But whether the labor, time and expense of keeping up the system are worth what they cost in eliminating waste on the dealer's end is no concern of this system.

Too much zeal for a "system" is apt to make the policy of providing and distributing dealer helps a matter of secondary importance in the advertising department. The user of the system develops a fine frenzy for "keeping track of things" but no particular frenzy for making the service fit the dealer's need.

Subordinating a policy to a system is always dangerous. Systems should always be worked out with but one thought in mind: How to keep it from being a shock absorber between the individuals and their responsibilities. In other words, the system's chief function should be to land responsibility for policy squarely where it belongs. A system works best when it brings the individual and his responsibility face to face and then fades out of the picture until the individual does something about it.

Our suggestion is to approach the question from the dealer's end. Manufacturers who make a line of products know that sections, States, counties, towns, neighborhoods, all have individual preferences. Some products sell in some territories and don't sell at all in others. Dealer helps and advertising literature can't hope for a better fate than the products they feature. The effective distribution of advertising literature must be closely keyed to sales.—[Ed. PRINTERS' INK.]

Making Romantic Advertising Bring Practical Results

The Secret Lies in the Follow-Through

ONE of the white-haired deans of the advertising business once said sententiously, in the manner of deans—"Advertising? I know of but two kinds—Romance and Dynamite! The public can't be forced to do anything, but it can be charmed or scared."

Not many executives will agree with this statement. It is true, though, that for certain products, at certain times, only one appeal is possible and that is the romantic appeal. Now when this is true, how is the advertiser so to saturate his campaign with romance that the atmosphere of charm and delectability will remain with the merchandise from the time it leaves the factory, through the jobber's warehouse and the dealer's store, until it reaches the consumer?

Here's the thought: A manufacturer conceives an idea for a new kind of tennis racquet. That the public may never confuse his tennis racquet with ordinary tennis racquets, he gives it a fetching and appropriate name and then advertises it. He imbues his advertising with the spirit of outdoor sport. It throbs with health. The song of cavorting youth ripples from the printed page. He advertises it so well that whenever the name of his tennis racquet is mentioned among the tennis public it carries with it a suggestion of sport and health triumphant.

But on the merchandising side,

it remains just a tennis racquet. The salesmen call on the jobber to sell—not good health—but tennis racquets. It is listed in the jobber's catalogue with all the other tennis racquets. The jobber's salesmen call on dealers, and when the

Coleman Camp Stove



Why Men Leave Home

—two good reasons!
One is the rare sport of catching those wary fiery lighters. The other is cooking them, right on the Coleman Camp Stove!



Here's the Famous
Quick-Lite Coleman
Camp Stove. It's the
simplest, most reliable
stove ever made. It's
the only one that can
be used in any weather.
It's the only one that
can be used in any
place. It's the only
one that can be used
in any way. It's the
only one that can be
used in any way.

MODEL No. 2, the lighter style Coleman Camp Stove, is the most complete, ready-to-use, lightest, most, most, it's a complete gas stove, de luxe, with everything built-in. Has the original Coleman Hot Steel Burner that provides full cooking heat in two minutes. The Built-in Oven and Griddle. Handle it for the baking and roasting or for heating your tea or coffee in chilly weather. Built-in Wind Drafts and Working Control. Built-in Air Pump and Fan. Storing Fuel Tank. Big Flame-Spreading Burners and other improved features make Coleman the leader among all camp stoves. Fuel is common house gas. Fold up like a suit case.

See Plans of Hot Stove. Add to the Coleman Camp Stove and the Coleman Hot Steel Burner. It's the only one that can be used in any weather. It's the only one that can be used in any place. It's the only one that can be used in any way. It's the only one that can be used in any way.

THE COLEMAN LAMP COMPANY, INC. 1000 W. 10th St., Chicago, Ill.

COLEMAN COMBINES ROMANCE AND REASON—WHY IN A FORCEFUL WAY

conversation veers to tennis racquets, the jobber's catalogue is opened at "tennis racquets" and the talk is of quantities and prices.

The dealer eventually gets his shipment of tennis racquets and they go into stock until the public comes in and takes them away from him. The consumer advertising brings the public in asking



“Never before
the appreciation I found here”

“DURING my years of experience as an importer of Chinese handmade rugs, I have never found the appreciation for these beautiful creations that I find among furniture store buyers.”

Mrs. H. B. Merrick, importer, recently decided to venture into the furniture and homefurnishings field with her rugs. Using a full page announcement in *Furniture Record*, she announced her showing at the mid-summer markets.

For More Than 25 Years The Nation

Her venture proved profitable. In addition to the buyers who visited her displays, she also received numbers of mail inquiries that are developing into business.

Floor-coverings manufacturers and distributors need volume to show profits. The furniture and homefurnishings stores can greatly increase their volume if they are willing to put forth the little effort necessary to get this. *Furniture Record* has demonstrated its ability to decrease sales resistance and help salesmen increase sales. It reaches more net paid A. B. C. readers who are worthwhile prospects than any other publication in the field. It is the journal to use for permanent results.

Let us tell you more about the sale of floor-coverings here. Your letter will receive immediate attention.

FURNITURE RECORD

*A Magazine of Better Merchandising
for Home Furnishing Merchants*

GRAND RAPIDS, MICHIGAN

A. B. C.—Periodical Publishing Company, Publishers—A. B. P.

io
nal Magazine of the Furniture Trade

for this particular make of racquet. At this crucial moment, does romance continue to serve as a sales aid or is its preliminary effect entirely dissipated because the romantic appeal has not been carried right through to the dealer's counter?

The Coleman Lamp Company uses the outdoor appeal which is closely akin to the romantic. It makes that appeal carry through all trade channels as well as impressing it upon prospects. This is how it does it.

The company has been in business for over twenty years. Its line consists of Coleman Quick-Lite lamps, lanterns, mantles, camp stoves, lighting systems, filling and draining siphons, handy gas plants and self-heating irons, sold through jobbers and something like 30,000 retailers.

Of these various products, the camp stove may be selected as a specific item. Every piece of literature in the 1925 Coleman camp stove campaign, from the first full-page advertisement which was run in a national weekly, down to the address label and instruction booklet, sells the idea of a picnic, a camp, a hike or an auto tour. Besides the illustrations of the product itself, the camp stoves are shown in actual use in camps, in the woods and on the banks of streams. The primary purpose of the advertising is to sell the two feature models of the Coleman camp stoves. In addition to this, each piece of literature is made to tingle with outdoor atmosphere.

For example, one advertisement shows a couple preparing an outdoor meal in an attractive camping spot by the side of a lazy stream. The caption is: "Good Eats Make the Trip," and the story reads, in part:

"The scenery may be nature's best; roads like velvet, weather perfect, fish all biting and a good pal with you—but the real pleasure of your outing trip depends upon 'good eats' whenever hunger calls. So take along a Coleman Camp Stove."

Other consumer advertisements show a picnic scene with father using the camp stove to prepare

the food; the auto trip to the camp site high up in the mountains, the girl preparing the meal while her companion eagerly watches the preparation; two men on the rocky bank of a tumbling mountain stream in the act of landing a "big one," and an inset of the camp stove showing the fish over the fire.

The advertising campaign in dealers' publications sells the outdoor idea to the dealer in the same way.

SELLING ROMANCE TO JOBBERS

The jobber is always a tremendously important factor in the distribution of merchandise sold through hardware and sporting goods stores and departments. One of the biggest problems that manufacturers of specialties have to battle with is that of enlisting jobber co-operation. It is no criticism of the jobber to say he is a passive rather than an active force in the distribution of specialties. Staples are his bread and butter and the lines and items he carries are multitudinous. To get a specialty in the jobber's catalogue at all is an achievement. To reach his salesmen with any sort of an educational program is another achievement. To work out an educational program so good that they will remember and use any part of it is a still greater achievement. By the very nature of things—the jobber's salesman, being what he is and the time which it is possible for him to spend with each dealer being only a fraction of what would be required to cover the entire line—the specialty manufacturer must not depend altogether upon him for missionary work.

As one means of keeping its products surrounded with the outdoor atmosphere while it is in the jobber's company, Coleman prepared a special insert for jobbers' catalogues, which is quite unusual as such inserts go. The insert page is printed on a good grade of enamel paper, in two colors. The face side carries a reproduction of the best page advertisement of the consumer series—the fishing scene entitled: "Why Men Leave

Home." On the other side of the page are complete catalogue descriptions and illustrations of the two feature models of Coleman stoves, most attractively displayed.

Here is a complete reminder to the jobber's salesman of the big consumer appeal—the joy of the outdoors. It is hard for Coleman stoves to sink to the dead level of an ordinary catalogue item. When the retailer, going over the jobber's catalogue with the salesman, comes across this page it brings back with full effect the results of consumer and trade-paper advertising.

Sales literature for the retailer puts over the same idea. A broadside mailing folder, printed in green rotogravure, entitled: "When Do We Eat?" contains reproductions of almost all of the illustrations used in the consumer campaign. The copy sets forth in a snappy, entertaining way the thrill of striking out for the "tall timber" and, in addition to picturing all sorts and variety of beautiful vacation scenes, it gives a lot of space to the kind of foods which can be prepared on Coleman stoves. "It fries," says the copy, "it broils, it boils, it bakes, it roasts. Anything you want—planked fish to apple pie—anywhere—anytime."

This broadside opens to a size nineteen by twenty-four inches. The inside spread shows reproductions of the two models in heroic size against a pictorial background of pine cones and needles. A large window card with the same illustrations and the same background is also furnished the dealer to use in his store and window displays which tie up with his mailing of the broadside folders to his camp stove prospects.

In addition, there is a small eight-page folder in three colors which also carries out the pine-cone-and-needle effect. This outdoor atmosphere likewise pervades the dealer service book of advertisements and cuts. Plates and mats of complete advertisements for local use show many of the same pictures used in the national consumer campaign.

Pictures of woody settings and appetite-tantalizing scenes are carried even to the labels for shipping cartons. When a customer buys a Coleman camp stove and opens the carton, he finds tied to the stove a tag envelope which tells him that on the inside he will find full printed instructions as to the proper operation of his camp stove, and other valuable suggestions. The instruction booklet tells him with pictures and specific copy every essential and correct movement from the time he opens up his stove until it is set up and in operation.

With the instruction book is another rotogravure folder like the broadside mailed out by the dealer which once again brings him the breath of the "Gypsy Trail." Another enclosure is a double card, one-half of which is a guarantee and a suggestion that all his friends will want to know about the Coleman camp stove. The other half of the card provides spaces for the names and addresses of a few friends who may be interested. This is to be torn off and mailed to the Coleman company.

Thus, on every piece of literature, from national periodical copy to the address label, the outdoor idea is closely tied up with the merchandise, and the copy atmosphere which was created originally for the consumer advertising only, follows the product through the devious channels of distribution and finally reaches the consumer with its romantic appeal unimpaired.

Barclay Corset Company Planning Magazine Campaign

The advertising account of the Barclay Corset Company, Newark, N. J., has been placed with the New York office of the Lyddon & Hanford Company, advertising agency. A magazine advertising campaign is being planned.

Edwin Verrall with Russell T. Gray

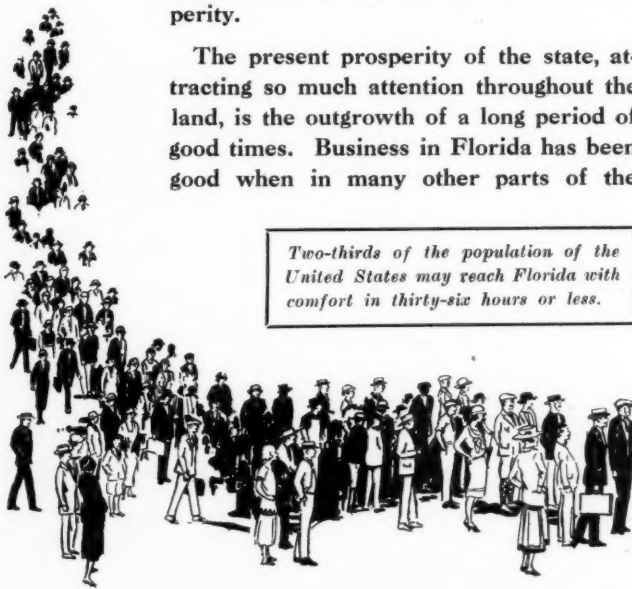
Edwin Verrall has joined the staff of Russell T. Gray, advertising, Chicago. He recently conducted an industrial advertising service of his own at Chicago, and was formerly for some years with the McGraw-Hill Company.

Florida's Future is Assured By Sanely Progressive Laws

INCOME and inheritance taxes in Florida were forever prohibited by constitutional amendment adopted by a large majority of the vote in November, 1924. As a direct result, millions have been invested in Florida and there is every reason to believe that even greater investments will be made in the future.

Not that Florida needed this assurance of its future. Florida's climatic advantages alone make certain the growth and prosperity.

The present prosperity of the state, attracting so much attention throughout the land, is the outgrowth of a long period of good times. Business in Florida has been good when in many other parts of the



Two-thirds of the population of the United States may reach Florida with comfort in thirty-six hours or less.

country conditions have not been so favorable.

You also, Mr. Advertiser, can benefit from Florida's progressive steps.

Cover Florida effectively and economically with your advertising. Use the Associated Dailies.

ASSOCIATED DAILIES OF FLORIDA

A cooperating group of the leading daily newspapers of the state.

For detailed information regarding the Florida field, rates and other data, write to any of the following:

Clearwater Sun	Jacksonville Times-Union
Daytona Journal	Lakeland Ledger
Daytona News	Lakeland Star-Telegram
DeLand News	Miami Herald
Eustis Lake Region	Miami Daily News
Fort Myers Press	Orlando Reporter-Star
Gainesville Sun	Orlando Sentinel
Jacksonville Journal	Palm Beach Post
Pensacola News-Journal	
Sanford Herald	
St. Augustine Record	
St. Petersburg Independent	
St. Petersburg Times	
Tampa Times	
Tampa Tribune	
Winter Haven Chief	

Millions of persons coming to Florida for vacations provide a special market for millions of articles.



An Up-To-Date List of House Magazines

The Fifth and Concluding Instalment

THIS is the fifth instalment of the house magazine list compiled by PRINTERS' INK. Each instalment contained 200 names, the first being published in the issue of July 2 and succeeding instalments having appeared in each issue since then.

While these instalments were being published, efforts were made to gather additional names of house publications. This has already resulted in our obtaining over 100 names which had not been included in the original compilation. A questionnaire is now in the mails which is bringing us information concerning still other house magazines and it is likely that within a few weeks we shall have another 200 names to publish.

Consequently, our plan is to continue searching for additional names and, in the issue of August 20, all those obtained will be published as a supplementary list. We shall be very glad to be notified by readers of any house magazines which have not appeared in the five instalments already published and they will be included in the supplementary instalment.

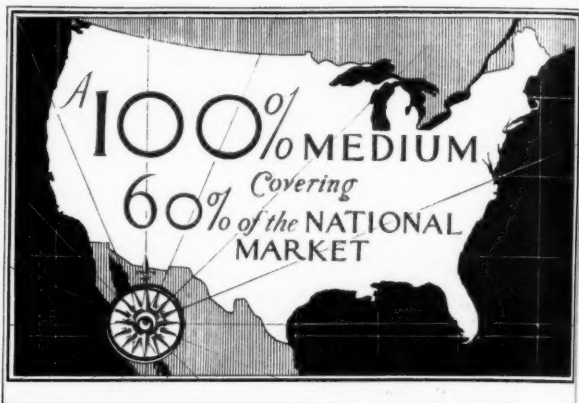
After this supplementary instalment is published, these additional names will be grouped together with the five original instalments in alphabetical order and the entire list will be reprinted in pamphlet form. These reprints will be available at a slight cost to cover printing charges.—[Ed. PRINTERS' INK.]

(Key to symbols: "A."—Agents. "C."—Customers. "D."—Dealers. "J."—Jobbers. "P."—Prospects. "S. O."—Sales Organization. "U. C."—Ultimate Consumers.)

Save the Surface Campaign, Philadelphia: "Save the Surface Magazine." Members and their salesmen.
Schaefer Tailoring Co., Cincinnati, Ohio: "Schaefer Tailoring Company Magazine." D.
Schlosser, M. & F., New York: "Value Mark."

Schneidereith & Sons, Baltimore, Md.: "Tips of Type from Schneidereith." C.P.
Schrafft & Sons Corp., W. F., Boston: "Schrafft's Magazine." D.
Schutz-O'Neill Co., Minneapolis, Minn.: "Modern Pulverizing." Confectioners, Wholesale Grocers, Sugar Refiners and Chemical Houses.
Schwartz Belting Co., New York: "Axiom Magazine." U. C.
Scranton Lace Co., Scranton, Pa.: "Scranton Lace Yarns." D.
Scully Brothers & Co., New York: "Hat Tree." C.
Seamans & Cobb Co., Boston: "Seaco Way." Shoe, Clothing, Glove, Over-all and other Garment Mfrs.
Seattle Engraving Co., Seattle, Wash.: "Finishing Touches." C.P.
Seattle Post-Intelligencer, Seattle, Wash.: "Retailers." D.
Seattle Star, Seattle, Wash.: "Co-Operator." D.
Selby Shoe Co., Portsmouth, Ohio: "Arch Preserver Shoe Magazine." D.
Semi-Ready, Ltd., Montreal, Que., Canada: "Semi-Ready Special." A.
Service Terminal Co., Baltimore, Md.: "Service Terminal Idea." Manufacturers.
Sethness Co., Chicago: "Drinkmor Advisor." D.
Shattock & McKay Co., Chicago: "Shamac." C.P.
Shaw-Walker, Muskegon, Mich.: "Sky-scraper." D.
Sheet Steel Trade Extension Committee, Pittsburgh, Pa.: "Sheet Steel Service." Making Markets. Distributors and Users of Sheet Metal.
Shelby Salesbook Co., Shelby, Ohio: "Shelby Booster." S. O.
Shepard & Co., H. C., Chicago: "Shepard Staff." C.P.
Shepard Stores, Boston: "Shepard News." C.
Shipley Construction & Supply Co., Brooklyn, N. Y.: "Freezer." C.P.
Shur-On Optical Co., Rochester, N. Y.: "Shur-On Chronicle." D. and Opticians.
Simonds Saw and Steel Co., Fitchburg, Mass.: "Simonds Guide for Millmen." Sawmill men, planer men and woodworkers.
Sinbac's, Chicago: "Postscript." D.
Skaer Printing Co., St. Louis: "A Little Noise." C.P.
Skinner Organ Co., New York: "Stop, Open and Read." Organists and Musicians.
Skinner, Sherman & Esselen, Inc., Boston: "Business Chemistry." C.P.
Smith Agricultural Chemical Co., Columbus, Ohio: "Plant Food." Operators of Grain Elevators.
Smith Paper Mills, Ltd., Howard, Montreal, Quebec, Canada: "Crest." C.P.
Smith & Bros. Typewriter, Inc., L. C., New York: "Typebar." S. O.-D.

- Smith, Sturgis & Moore, Inc., New York: "Right Angle."
- Solar-Sturges Mfg. Co., Melrose Park, Ill.: "Solar-Plexus." Distributors. S.O.
- Sonora Phonograph Co., Inc., New York: "Sonora Bell." D.
- Southern Agriculturist*, Nashville, Tenn.: "Advertisers' Edition."
- Southern Rome Co., Baltimore, Md.: "Visitor." D.
- Southwest Cracker Co., Wichita, Kans.: "Southwest Cracker Magazine." D.
- Southwestern Gas & Electric Co., Shreveport, La.: "Southwestern." C-Employees.
- Speaker-Hines Printing Co., Detroit, Mich.: "Co-operation." C-P.
- Spencer Co., Dallas, Texas: "Spencer Accessory News." D.
- Sperry Gyroscope Co., Brooklyn, N. Y.: "Sperryoscope." Shipbuilders, Naval Architects, etc.
- Spokane Chronicle, Spokane, Wash.: "Merchandising Bulletin." D.
- Spokane Dry Goods Co., Spokane, Wash.: "Clover Leaf Bulletin." D.
- Spokane *Spokesman-Review*, Spokane, Wash.: "Business Building Bulletin."
- Sprague Canning Machinery Co., Chicago: "Cannery Notes." Cannery, Wholesale Grocers.
- Springfield Institution for Savings, Springfield, Mass.: "Spur."
- Springfield News, Springfield, Ohio: "Merchants Guide Page." D.
- Springfield Union, Springfield, Mass.: "Retail Informer." D.
- Staley Mfg. Co., A. E., Decatur, Ill.: "Staley Journal." J-Stockholders and Employees.
- Standard Accident Insurance Co., Detroit, Mich.: "Standard Cog." A.
- Standard Brick & Tile Co., Macon, Ga.: "Kila." D-P.
- Standard Dry Kiln Co., Indianapolis, Ind.: "Book of Smiles." Woodworking Industry.
- Standard Electric Store Co., Toledo, Ohio: "Standard News." D.
- Standard Gas Equipment Corp., Vulcan Division, New York: "Vulcan Bulletin." D.
- Standard Oil Co., Bayonne, N. J.: "Lamp." Stockholders, Employees, and others interested in Oil Industry.
- Standard Oil Co. of N. Y., New York: "Socony Standard." Motorists.
- Standard Oil Co., San Francisco, Calif.: "Standard Oil Bulletin." Stockholders-Employees.
- Standard Pneumatic Action Co., New York: "Standard Player Monthly." D., Piano Manufacturers, Tuners, etc.
- Stationers Loose Leaf Co., Milwaukee, Wis.: "Faultless Bulletin." D.
- Stauffer, S. R. (Letter Counsellor), Minneapolis, Minn.: "Daily Mail." C-P.
- Stautons, Ltd., Toronto, Ont., Canada: "Gilt and Glimmer." D-House Decorators.
- Steel Equipment Corp., Avenel, N. J.: "Security Salesman." C-P.
- Stephens-Adamson Mfg. Co., Aurora, Ill.: "Labor Saver." C-P.
- Stephens & Co., Ltd., G. F., Winnipeg, Man., Canada: "Stephens' Paint News." D.
- Stephens Co., Hugh, Jefferson, Mo.: "Imn." C-P.
- Sterling Engineering Corp., Los Angeles, Calif.: "Sterling Builder." "Sterling Homes." Architects, Contractors and Prospective Home Builders.
- Sterner Co., Inc., E. J., New York: "Sterner Stuff." C-P.
- Stevens & Co., H. L., Chicago: "Stevens Monthly." C-P.
- Stevens & Wallis Advertising Agency, Salt Lake City, Utah: "Bullseye."
- Stewart Motor Corp., Buffalo, N. Y.: "Stewart Gram." D.
- Stewart-Simmons Press, Waterloo, Iowa: "Ad-points." C-P.
- Stewart-Warner Speedometer Corp., Chicago: "Stewart Lever." D-J.
- Stimson Computing Scale Co., Louisville, Ky.: "Stimson Scale News." S. O.
- Stobbs Press, Worcester, Mass.: "Treasure Ship." C-P.
- Story and Clark Piano Co., Chicago: "Story Book."
- Strathmore Paper Co., Mittleague, Mass.: "Strathmore Town News." U. C.
- Sturdy's Sons Co., J. F., Attleboro Falls, Mass.: "Sturdy Line." J-P.
- Sullivan Machinery Co., Chicago: "Mine and Quarry." C-P.
- Sun Job Printing Office, Inc., Baltimore, Md.: "Sunbeam." C-P.
- Sundstrand Adding Machine Co., Rockford, Ill.: "Bully-Ten Bulletin." A-S. O.
- Sunset Magazine, San Francisco, Calif.: "Sunset Trade Advertiser." D.
- Syracuse Journal, Syracuse, N. Y.: "Journal, Jr." D.
- Tacoma Daily Ledger, Tacoma, Wash.: "Retail Ad-Visor." D.
- Tacoma Times, Tacoma, Wash.: "Co-operator." D.
- Taylor Instrument Co., Rochester, N. Y.: "Tycos-Rochester." D.
- Texas Co., New York: "Lubrication." Industrial Plants, Public Utilities.
- Thibaut, Inc., Richard E., New York: "Retograph." Painters and Paper-hangers.
- Thompson Co., J. Walter, New York: "J. Walter Thompson News Bulletin." D.
- Thomsen-Ellis Co., Baltimore, Md.: "Pridemark." C-P.
- Tide Water Oil Sales Corp., New York: "Spade." S. O.-Jobbers' Salesmen.
- Tileston & Hollingsworth Co., Boston: "How." C-P.
- Tilghman Moyer Co., Allentown, Pa.: "Foresight."
- Tilson & McKinney, Atlanta, Ga.: "Mortgage Investor." C-P.
- Tin Decorating Co., Baltimore, Md.: "Tindeco Magazine." C-P.
- Title Guarantee & Trust Co., Baltimore, Md.: "Title Teller." C.
- Todd Protectograph Co., Inc., Rochester, N. Y.: "Protectograph Weekly Bulletin." S. O.
- Toledo News-Bee, Toledo, Ohio: "Market Master." D.
- Toledo Pipe Threading Machine Co., Toledo, Ohio: "Toledo Magazine." J. Salesmen.
- Toledo Scale Co., Toledo, Ohio: "Toledo System." "Gravitygrams." S. O.-A.
- Toof & Co., S. C., Memphis, Tenn.: "Greater Distinction." C-P.
- Toronto Globe, Toronto, Ont., Canada:



COUNTRY NEWSPAPERS FIRST IN READER INTEREST

Recently the Syracuse University gathered statistics for the School of Journalism as a guide to writers.

Of the 693 questionnaires returned, 537, or 77%, reported their main interest as "local news." In a similar survey conducted by Professor Scott among the business men of Chicago, "local news" was placed first.

The questionnaires showed further that the reading of DISPLAY ADVERTISEMENTS comes ahead of such classifications as foreign news, financial news, jokes, syndicate articles, short stories, music, drama, book reviews, art and so forth.

These statistics prove that a newspaper made up principally of personal items appeals most strongly to the largest number of readers.

The country newspaper, more than any other publication printed,

is a compilation of these local, personal items which possess the maximum reader interest.

Country newspapers are closer to the hearts and minds of the rural people than all other mediums. They are read from front to back and from back to front, by every member of the family. Every item they contain is the subject of family discussion.

There are no subways and street cars to limit the reading time of country newspapers. The country newspaper has a long life and a life of intimate personal interest. It is the one medium that goes into the home and stays in the home until read thoroughly.

The reasons which make them first in reader interest logically entitle them to first place as advertising mediums.

AMERICAN PRESS

Covers the Country

225 West 39th Street

122 So. Michigan Avenue
CHICAGO

122 So. Michigan Avenue
CHICAGO

SS
Intensi
New Y

American Farmers Make 78.4% of Their Purchases In Country Towns Of Less than 10,000

More than 60% of the people in the United States live in towns of less than 10,000 population and on the farms. And farmers buy 78.4% of all their goods in these country towns.

The country newspapers represent the only intensive coverage in the largest single population group in the United States.

There are 7,213 country newspapers represented by the American Press Assn. You can buy space in them without waste circulation. You can concentrate both selling and advertising effort right in the towns where your goods are on sale, and where your sales need stimulating.

You can buy their enormous 9,579,666 circulation as a whole or in part. You can make your advertising fit your special requirements, covering such sections or localities as you wish.

National advertisers are interested in eliminating waste by advertising where the reader interest in the advertising is greatest. The place to advertise at all times is where your goods are on sale; where the people read carefully the mediums in which you advertise; where they have the willingness and the money to buy, and where volume of consumption makes quick turnover possible. All these requirements are met by the country newspapers—the only 100% coverage of 60% of the National Market.

RESS ASSOCIATION

Intensively

New York City

68 West Adams Avenue
DETROIT

- "Retail Merchants Globe." D.
 Townley Metal and Hardware Co., Kansas City, Mo.: "Suggestions." D.
 Trenton Times, Trenton, N. J.: "Business Builder." D.
 Triangle Parts Co., San Francisco, Calif.: "Triangle Trigger." Garages and Repair Shops.
 Trumbull Electric Mfg. Co., Plainville, Conn.: "Trumbull Cheer." C-P.
 Tucketts, Ltd., Hamilton, Ont., Canada: "Humidore." D.
 Turner Construction Co., New York: "Turner Constructor." Architects-Builders.
 Twinplex Sales Co., St. Louis: "Edge-wise." D.
 Twitchell & Co., Inc., S., Philadelphia: "Twitchell Talks." Bottlers.
 Tyler Co., W. S., Cleveland: "Latch String." Architects and Building Owners. "Through the Meshes." Users of Woven Wire Screens and Screening Equipment.
 Union Bank Note Co., Kansas City, Mo.: "Better Business."
 Union Discount Co., Inc., New York: "Owl." S. O.
 Union Oil Co. of California, Los Angeles, Calif.: "Union Oil Bulletin." C-Employees, Stockholders.
 Union Trust Co., Cleveland: "Trade Winds."
 United Cigar Stores Co., New York: "United Shield." A-Employees.
 United Drug Co., Boston: "Rexall Advantages."
 United Fidelity Life Insurance Co., Dallas Tex.: "Unifide Liners." S. O.
 United Parcels Service, Los Angeles, Calif.: "Pick-Up." J-D.
 United States Gypsum Co., Chicago: "Gypsumist." D-Contractors, etc.
 United States Mortgage Bond Co., Ltd., Detroit, Mich.: "Confidence." Investors.
 Universal Portland Cement Co., Chicago: "Universal Dealer." D.
 Utah Gas & Coke Co., Salt Lake City, Utah: "Utugas Pilot." C.
 Utah-Idaho Sugar Co., Salt Lake City, Utah: "Sugar Cossette"
 Utica Press, Utica, N. Y.: "A. D. S."
 Vacuum Oil Company, Inc., New York: "Gargoyle." D. "Compass." Steamship companies. "Sales Generator." S. O. "Marine Bulletin." Salesmen and Selling Agents of Marine Oils.
 Ventura Refining Co., Los Angeles: "Ventura Mission." Filling Stations.
 Vermont National Bank, Brattleboro Vt.: "With Interest."
 Vermont Printing Co., Brattleboro, Vt.: "Proof." C-P.
 Victor Adding Machine Co., Chicago: "Walk & Talk."
 Vir Publishing Co., Philadelphia: "Successful Selling." Booksellers.
 Wachovia Bank & Trust Co., Winston Salem, N. C.: "Wachovia."
 Wahl Co., Chicago: "Tips and Nibs." Foreign dealers.
 Wallpaper Manufacturers Association of the U. S., New York: "Wallpaper."
 Wampole & Co., Henry K., Perth, Ont., Canada: "Wampole's Dealer Helps." D.
 Ward & Son, John, New York: "Ward's Service." Banks and stock exchange houses.
 Warren Co., S. D., Boston: "Warren Standard." D-C-P.
 Washington Loan & Trust Co., Washington, D. C.: "Savings Journal."
 Washington Star, Washington, D. C.: "Co-operator." D.
 Waterman Co., L. E., New York: "Pen Prophet." D.
 Watkin Co., Will A., Dallas, Tex.: "Watkin Bulletin." Musical people.
 Watt & Shand Department Store, Lancaster, Pa.: "Store News." C.
 Wayne Tank and Pump Co., Fort Wayne, Ind.: "Wayne Winner." S. O.
 Weaver Piano Co., Inc., York, Pa.: "Weaver General Letter." D-Salesmen-Tuners.
 Webster Co., F. S., Boston: "Webster Way." D-Salesmen.
 Webster Mfg. Co., Chicago: "Webster Method." Industrial plants, engineers, contractors coal mines, etc.
 Weinstock, Lubin & Co., Sacramento, Calif.: "Store News."
 Wenatchee Lumber Co., Wenatchee, Wash.: "Lumber." Ranchers.
 West Publishing Co., St. Paul, Minn.: "West Publishing Co.'s Docket." Lawyers and law students.
 West Toronto Printing House, Toronto, Ont., Canada. "Comments." C-P.
 Western Clock Co., La Salle, Ill.: "Tick Talk." D.
 Western Electric Company, Inc., New York: "Western Electric Dealer." D.
 Western Farmer, Portland, Oreg.: "Merchandising Service Bulletin." D.
 Western Pipe & Steel Co., San Francisco, Calif.: "Western Pipe and Steel News." Water Works and Engineers.
 Westheimer & Co., Baltimore, Md. "Westheimer's Survey." Investors.
 Westinghouse Electric International Co., East Pittsburgh, Pa.: "Westinghouse International." Foreign Dealers.
 Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.: "Contact." D.
 "Counter Points." Dealer Salesmen.
 "Motor Matters." Industrial concerns who use motors. "Electric Heat." Users of Electric Heat.
 Wheeler Condenser & Engraving Co., Carteret, N. J.: "Wheeler News." Engineers and employees.
 Whipple's, Binghamton, N. Y.: "Whip's Tips." D-Garages.
 Whistle Companies, New York: "Whistle Idea." Bottlers.
 White Co., Cleveland, Ohio: "Albatross." C.
 White Hames Optical Co., Columbus, Ohio: "Optical Leader." D-Optometrists.
 Whitehead and Hoag Co., Newark, N. J.: "A Friendly Call." C-P.
 Whitin Machine Co., Whitinsville, Mass.: "Whitin Spindle." C.
 Whiting & Davis Co., Plainville, Mass.: "Wadco News." D.
 Whittet & Shepperson, Richmond, Va.: "Whittet's Whims." C-P.
 Wiggins Systems Ltd., Winnipeg, Man., Canada: "Selling Ideas." C-P.
 Wild Bros. Nursery Co., Sarcoux, Mo.: "Florists' Problems." Florists and nurserymen.

Wilensky & Sons Co., H., Atlanta, Ga.: "Shoe Store Service." D.
 Wilkes-Barre *Times-Leader*, Wilkes-Barre, Pa.: "T-L-O'gram." D.
 Williams & Sons Co., Ltd., R. S., Toronto, Ont., Canada: "Williams' Echo." D.
 Williams & Wilkins Co., Baltimore, Md.: "Kalenda." Scientists, medical men, and college professors.
 Williamsport Printing & Binding Co., Williamsport, Pa.: "Messenger." C-P.
 Wills Sainte Claire, Inc., Marysville, Mich.: "Gray Goose." D.
 Willys Overland Sales Co., Toronto, Ontario, Canada: "Willys-Overland Starter." D.
 Winchester Co., New Haven, Conn.: "Winchester Herald." A.
 Winchester Laundries, Inc., Winchester, Mass.: "Hope Chest." C.
 Winnipeg *Free Press*, Winnipeg, Manitoba, Canada: "Retail Merchants Monthly." D.
 Wofford Oil Co., Birmingham, Ala.: "Wocomobiling." C-D-Garages.
 Wolff Co., Ralph G., Los Angeles, Calif.: "Financial Bulletin." Investors.
 Wollenberger & Co., Chicago: "Other Peoples Money." Investors.
 Women's Institute of Domestic Arts & Sciences, Inc., Scranton, Pa.: "Inspiration." Students.
 Worcester *Telegram-Gazette*, Worcester, Mass.: "Retail Ad-vertiser." D-Advertisers.
 Wroe & Co., W. E., Chicago: "Wroe's Writings." C.
 Wyman Partridge & Co., Minneapolis, Minn.: "Wyman-Partridge Information." D.
 Yawman & Erbe Manufacturing Co., Rochester, N. Y.: "Y and E Idea." A-D.
 Yellow Cab Co., Baltimore, Md.: "Yellow Cab Magazine." C.
 Yellow Cab Mfg. Co., Chicago: "Yellow Cab & Coach Journal." C.
 York *Gazette & Daily*, York, Pa.: "Advantage." D.
 York & Sons, J. W., Grand Rapids, Mich.: "York's Sales Staff." Teachers and leaders of brass bands.
 Young, R. B., San Francisco, Calif.: "Youngster." C-P.
 Young & Hursh's, Duluth, Minn.: "Business School News."
 Young & McCallister, Inc., Los Angeles, Calif.: "Needle." C-P.
 Youngstown Boiler & Tank Co., Youngstown, Ohio: "Keene Thrusts." C-D-J-U. C.
 Youth's Companion, Boston: "Y. C. Bulletin." Advertisers and advertising agents.
 Zellerbach Paper Co., San Francisco, Calif.: "Informant." C-P.
 Zinsser & Co., Wm., New York: "Bulls-Eye." Paint Manufacturers and Jobbers and Users of Shellac.

Appoint United Advertising Agency

The Findex Company and Hooven Letters, Inc., both of New York, have appointed the United Advertising Agency, of that city, to direct their advertising accounts.

No "Season" for Old Manse Syrup

To offset a handicap that lowers the sales volume of many products considered salable only in "season," The Oelerich & Berry Company, Chicago, is driving home to its dealers, in trade-paper copy, the message that there is no such thing as a "syrup season." This company manufactures Old Manse syrup and it informs the trade that the sale of this product is only limited by the amount of sales effort put behind it. "Is there a syrup season?" one advertisement asks. Before the reader can reason "yes" or "no," the company clinches with the answer, "Yes, all year round."

Having disposed of the fallacy that the consumer has put off all thoughts of using Old Manse syrup because it is summer, the company further supports its statement with the following: "Many items always considered to be seasonable merchandise, are now being sold from January to December. You can do the same with Old Manse. A little extra effort in the proper grouping and display with other items will greatly increase your Old Manse sales. Try it and see."

Louis K. Liggett Reports Gain in Sales

The Louis K. Liggett Company, subsidiary of the United Drug Company, reports gross sales for June amounting to \$3,512,692. This compares with \$3,014,160 in June, 1924, and indicates a gain of \$498,532.

Goudey Gum Company Forms Canadian Subsidiary

The Goudey Gum Company, Allston, Mass., has organized a Canadian company under the name of the Goudey Gum Company of Canada Ltd., with headquarters at Montreal.

R. H. Van Dusen Joins Churchill-Hall

R. H. Van Dusen has joined Churchill-Hall, Inc., New York advertising agency. He was formerly with the New York & Queens Electric Light & Power Company.

Ajax Rope Company Appoints Sales Manager

George Weiss, for the last seven years editor of *The Marine News*, has become general manager of sales of the Ajax Rope Company, Inc., New York.

To Represent Yuma, Ariz., "Sun"

The George B. David Company, publishers' representative, has been appointed national advertising representative of the Yuma, Ariz., *Morning Sun*.

Advertising in the Offing for New Household Accessory

Griswold Manufacturing Company, Famous for Waffle Irons, Announces an Improved Skillet Cover

NEW products or accessories are always a stimulant for other items in a manufacturer's list of products. This is especially true when the new product or accessory covers a definite need in the field. When such is the case, the dealer does not complain that it makes an additional item for him to handle, for that fact is easily offset by the new sales created for him. Then, the interest that it arouses is usually extended to the older items in the line, which means added dealer interest in them and therefore greater sales on all.

The Griswold Manufacturing Company, manufacturer of cooking utensils, has been granted a patent on a new cooking utensil which will accomplish that very thing for the other items in the Griswold line.

The new utensil is a cast iron and cast aluminum self-basting skillet cover. A clearer idea of just what it is may be gained from the advertisement herewith reproduced.

Several different kinds of covers have been used heretofore by housewives on their cast iron skillets. They have made use of light metal ones of all kinds, such as tin and stamped aluminum. But these covers seldom fitted properly and didn't do the work just right because they were not made to fit the skillet. They warped out of shape very quickly and allowed the steam to

escape during the cooking process.

The new Griswold skillet cover is designed to offset these disadvantages and give the housewife a cover that will suit all her requirements. These new cast iron and cast aluminum covers are made of

The only skillet with its own cover

Here is a view of a sales maker! One of those happy thoughts that come only once in a blue moon. A clowd-fitting cast iron cover for the Griswold Cast Iron Skillet, with inner drip-rings that self-baste whatever's cooking, making it more golden-tender than ever before was possible. If this doesn't make the Griswold Cast Iron Skillet the easiest and fastest selling skillet on the market, there isn't any justice.

Women will appreciate a cast iron skillet with a cover of the same even-thick, high-quality cast iron. No need to use just any haphazard cover to hold in spattering grease. Here is a cover heavy enough to stay in place. Here is the only skillet made that has its own cover!

A display of Griswold Cast Iron Skillets with their sturdy-fitting covers will slap the most casual shopper. Tilt some of the covers to show the inner drip-rings. Use our Griswold Dripless Skillets—free with your order. Griswold Cast Iron Skillets and Griswold Cast Iron Skillet Covers (family sizes) are typical of the high improvements on all Griswold nationally known Cooking Utensils. Write for bulletin and prices.

The Griswold Mfg. Co., Erie, Pa., U. S. A. Makers of Extra Finished Cooking Utensils in Cast Iron and Aluminum, Waffle Irons, Food Choppers, Reversible Saws and Food Grinders, Grinders, Food Processors, Meat Saws, Saws and other Portable Saws, Cuts Hot Plates, and Electric Waffle Babes.

See Last Year's First at Country Store



GRISWOLD

For tried thick-park cooking, this cover—like your waffle wonder!



Trade Mark
Erie, Pa. U. S. A.

DEALERS ARE TOLD ALL ABOUT THE NEW IDEA

thick metal so they fit snugly and retain the heat; they stay in place, never rattle while in use, and are practically indestructible. The thick coating lays a ceiling of heat over the food being cooked, the same as the wall of heat around the food.

The direct-mail advertising on this item will not go out until fall, when the whole campaign will

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

First in Albany

By Every Possible
Logical Compari-
son The Times
Union Leads

According to
DeLisser Bros.
Advertising Audit

First in:

National
Local
Department Stores
Amusements
Automobiles
Motor Accessories
Foods
Furniture
Men's Wear
Women's Wear
Shoes
Musical Instruments
Jewelry
Drug Stores
Toilet Articles, Medicines
Travel
Miscellaneous

Representation

VERREE & CONKLIN

Incorporated

New York City

San Francisco

Kansas City

Chicago

Detroit

The Times-Union
Albany ~ New York

start at once. The first announcement will be made to consumers in September and October in women's publications.

As for reaching Griswold agents, the direct-mail campaign will be supplemented by business-paper copy, a specimen of which is shown here. This will also start in September.

From those few customers of the company to whom shipments have already been made, it has received enthusiastic comment and prediction of large sales on the item. Thus, because the skillet cover is really an accessory and depends for sales on the skillet itself, it should increase the sale of that item enormously. Not alone that, but as consumer consciousness is hit by the fact that it is a Griswold product, it is safe to predict that this one item will move many more in the Griswold line.

Will Seek Legislation on Radio Advertising

CONGRESSMAN Sol Bloom of New York has announced that Federal legislation abolishing all radio broadcasting of advertising will be sought at the next session of Congress, according to the *New York Times*.

This statement was made to the *Times* by Congressman Bloom on July 25 as he was preparing to sail on the *S.S. Leviathan* for Europe. According to this report Congressman Bloom denounced the exploitation of the radio public by advertisers and said he was going to England and France to seek the co-operation of Government officials in a broadcasting treaty.

This statement from a member of Congress is in opposition to reports carried in several syndicated newspaper articles that have recently appeared under a Washington, D. C., date line and that have quoted anonymous Government officials to the effect that there would be no legislation against broadcasting of paid advertising in the next session of Congress.

There has been no Federal legislation on radio broadcasting since 1912. The legislation passed at that time declared the use of the air for radio communication to be the inalienable possession of the people of the United States and gave the U. S. Department of Commerce the power of regulation over radio broadcasting.

The last two sessions of Congress have had a bill up for consideration—the so-called White bill. Action on this bill in its original and in an amended form, however, was put off at those sessions at the request of Secretary Hoover.

Congressman Bloom's interest in radio broadcasting for advertising purposes should be of an intelligent order. He was long engaged in the musical business and made extensive use of advertising in building up that business. In campaigning for a seat in Congress he made such unusual use of advertising as to warrant a report on his methods in an article that appeared in *PRINTERS' INK* of February 8, 1923.

Advertisers' Photo Engraving Company Appointment

The Advertisers' Photo Engraving Company, Inc., of New York, has appointed Theodore Hanné director of its art department. For the last seven years he has been engaged in free lance work.

American Hide and Leather Net Profits Higher

Net profits of \$305,113 are reported by the American Hide & Leather Company for the first half of 1925. This is an increase of \$67,957 over the first six months of 1924.

Dick Jemison Joins James M. Riddle Company

Dick Jemison, formerly space buyer for Williams & Cunningham, Inc., Chicago advertising agency, has joined the James M. Riddle Company, farm-paper representative, Chicago.

George C. Chase Joins Aitkin- Kynett Agency

George C. Chase, formerly with the George Batten Company, New York, has joined The Aitkin-Kynett Company, advertising agency, Philadelphia, as an account executive.

Tremendous Influence *Possible for You*

YOU own or rent your place of business. You buy insurance, light, heat, power, telephone service and the services of your employees. And you pay taxes. All this devouring overhead is vital—necessary in order that you may do any business at all.

But how about those no less vital things—buyers of what you have to sell? **ARE YOU GETTING YOUR SHARE OF THEM?**

The **POTENTIAL** buying power in more than two hundred thousand daily purchasers of the New York Telegram is enormous. Your share in their **ACTUAL** daily expenditures, which the Telegram largely directs, would vastly increase your business.

The New York Telegram

*Publication Office—Telegram Square,
New York City*

Eastern Representative
DAN A. CARROLL
110 East 42nd St.
New York City

Western Representative
J. E. LUTZ
Tower Building
Chicago, Ill.

Did You Know—

That the turnover among salesmen who were recruited from the colleges is lower than in any other group? That the hiring and the firing of salesmen is a costly proposition?

Do you know what the consensus of opinion among salesmanagers is in regard to college men? Do you know that these men are picked for reasons other than that they have just been handed a decorated sheepskin? Do you know what those qualities are?

Frederick B. Patterson, President of the National Cash Register Company, gives his answers to these questions in the article, "How the National Cash Register Company Selects Salesmen," in the August issue of **PRINTERS' INK MONTHLY**. He lists nine qualifications which are taken into consideration which his company uses in deciding on a salesman. These qualifications are fully explained in such a manner that they can be made applicable to any business.

In the same issue, Clarence H. Howard, President of the Commonwealth Steel Company, tells how he makes human engineering the keystone of the merchandising arch of his company. Under the title of "How Commonwealth Steel Simplifies Problems of Management" he asserts that labor is the most important unit of industry and gives the reasons for Commonwealth's successful solutions of labor problems and the company's low labor turnover.

Sell our salespeople! This is the cry of the owner of the modern retail store. In an article on this subject, J. V. Paxton, Manager of the Rorabaugh-Paxton Company, Inc., tells where the manufacturers fall down and why. Mr. Paxton, as the head of a department store, is in a position to see what is wrong and knows how to correct it. He is an ardent believer in educating retail salespeople and points out the opportunities lost in not doing so, or in doing the job poorly. This article has many helpful hints for executives engaged in this type of work.

Price concessions! The bane of all right-thinking salesmen—and yet, what to do when it becomes necessary to combat a competitor employing such methods, what tactics to use when he slashes to the bone to get your best dealers; how to combat his salesmen's false assertions to the trade? These and other questions on the subject are answered by H. D. Arthurs in his article in the August MONTHLY entitled "Showing Salesmen the Bad Ethics of Price Concessions." Using several typical examples to bring out his point, he shows the havoc that a simple price concession may start. Knowing where to put the blame, he does it—emphatically.

August PRINTERS' INK MONTHLY is rich in sales material. It is also rich in material dealing with that other important phase of the sales executive's job—advertising. Some of these articles are:

WHAT KIND OF ILLUSTRATIONS FOR THE DEALER HOUSE-ORGAN?

HOW ENGLISH ADVERTISERS USE POSTER TECHNIQUES IN BOOK-LETS AND FOLDERS.

THE BACK-FIRE OF QUICK FIRING.

THE DISPLAY CONTEST SHOULD BE WELL ADVERTISED.

ADVANCES AND RETROGRESSIONS IN RETAILING.

HOW STEWART-WARNER SPREADS ITS DIRECT-MAIL BLANKET.

There are a dozen other articles of the same helpful, practical type in the August MONTHLY. Read them and you'll understand why the MONTHLY has become the reading choice of the sagacious advertising and sales executive and the buying choice of the wise space buyer who wants to reach a market which represents the buying power of the important companies advertising nationally today.

PRINTERS' INK MONTHLY

185 Madison Avenue

New York

September advertising forms close August 15th

The Measure of a Magazine

In the end, the worth of any publication to an advertiser can be measured by its editorial contents. It is almost trite to say that the value of an advertising medium depends on how much it is read—how much it is enjoyed—how much it is trusted.

Yet how often is this overlooked!

There is no magazine more carefully built editorially than "Child Life." The authors selected are nationally known. The articles and features—the games—the contests are carefully worked out and planned by men and women with years of experience in child education and psychology.

How people appreciate the editorial policy of "Child Life" is proved by the facts that in the last year our circulation increased over 50%—that this circulation is larger than that of any other magazine in its field—that there is scarcely a town of 2500 not represented on our subscription list.

If you have anything to sell to homes that can afford the best—that growing children necessarily make *spending homes*, you should today plan your advertising to include "Child Life."

Write today for information, rates, and a copy of "Child Life."



CHILD LIFE

The Children's Own Magazine

RAND McNALLY & COMPANY

Publishers

536 S. Clark Street

Chicago

What's Happening in the Textile Industry?

A Review of Advertising Accomplishments Shows That the Task, as a Rule, Has Not Been Started

POLITIKEN NEWSPAPERS, INC.
COPENHAGEN, DENMARK,
June 24, 1925.

Editor of PRINTERS' INK:

In the early days of advertising you have undoubtedly witnessed some very serious problems in marketing textiles and in making manufacturers understand the potential value of advertising. These difficulties have undoubtedly been eliminated by now, so that American textile manufacturers trade-mark and advertise their goods extensively.

Here in Denmark we have not progressed that far up to the present time, and we ask you, therefore, to give us the benefit of your experience, relate to us your experiences and indicate to us the way to be followed in order to transform old-fashioned, skeptical textile manufacturers into wide-awake, alert advertisers.

POLITIKEN NEWSPAPERS, INC.,
E. BERG,
Business Manager.

IN answering the question raised by our Danish correspondent we want to take advantage of the opportunity to address some remarks to our fellow-countrymen at the same time.

Americans who constantly spread abroad the report that we in the United States are years ahead of all other commercial nations in selling and in advertising are engaged in a harmful practice. They are not only giving currency to an unfounded general assumption, but they also are drugging into a false sense of security a number of American industries that can distinctly be classed as "backward and undeveloped" from the standpoint of advertising and selling.

It is always the habit of the individual to assume that he has the same virtues that are attributed to the crowd to which he belongs. The general chatter that has been going on for years concerning the supremacy of Americans in selling and in advertising has had the effect of making backward industries believe that they were in the same class with the real leaders in selling and advertising. Competitors of those industries in foreign countries that seek to sell in world markets could ask for nothing better.

The textile field is a notable example of the backward industries that we are talking about.

The basic editorial policy of PRINTERS' INK and PRINTERS' INK MONTHLY is this: Both publications are clearing-houses for the exchange of selling, advertising, merchandising and distribution plans and ideas, no matter what the industry. This means that we look for ideas everywhere, regardless of what industry they are found in and regardless of geographical conditions. There are no limits. Now it follows, if we may be permitted to assume that we are on the job, that the selling ability and ingenuity of an industry should be fairly well reflected in that section of a cross-index file of these two publications that lists the articles appearing in them by industries. In comparison with other industries of the size and scope of the textile business our files show that the textile business is weak on selling ideas. That's our opinion as based on that line of reasoning alone. We know that there is plenty of other evidence to support that opinion.

However, rather than rely on our own statement of the case, we took the question to V. E. Carroll, editor of *Textile World*. We found him in agreement with our general opinion. But more than that, we found him willing to give us a picture of the present advertising status of the industry; to point out its mistakes, and to give us information which would make this reply of value to our correspondent and to our American readers.

Alertness in the use of advertising in the textile industry may be accorded to the divisions of that industry in the following order:

- (1) Hosiery
- (2) Underwear
- (3) Dress Fabrics.

The third and last of the foregoing classifications, Dress Fabrics, may be subdivided into three divisions, which, given in the order of alertness in the use of advertising, are:

- (a) Cotton
- (b) Silk
- (c) Woolen.

Hosiery, especially silk hosiery, has a remarkable record. Manufacturers of silk hosiery have ventured out upon every conceivable selling plan. They have been consistent advertisers on a large scale. Where silk hosiery was once a product worn only by the wealthy and was once regarded as a luxury, it is today worn by men, women and children in all walks of life and has become a necessity. American silk hosiery has not only swept through this country, but into foreign markets.

HOSIERY AS A SHINING EXAMPLE

It is difficult to pick out any one plan of selling hosiery as the "successful" one. Some manufacturers have been successful by selling only through exclusive agents; some through every possible retail outlet; and others by house-to-house canvassing. But in all of these plans a trade-mark and modern advertising have had a large part. Hosiery stands as the shining example of what can be done in the textile field.

The underwear field is not so bright. B. V. D. underwear is the star in that field. By day-in-and-day-out advertising it created a tremendous business. By advertising, which as a rule was mostly pictorial copy, it made the wearing of "B. V. D." the thing to do. Aided and abetted by pictures of the locker room of a country club, B. V. D. advertising has fairly well succeeded in making an American feel that he can be seen in such places only in B. V. D's. B. V. D., of course, labels every garment with its trade-mark and zealously protects the integrity of its name. In fact, it has printed a book with the large number of cases of infringements on its trade-marks that it has brought.

On the other side of the picture in the underwear field is knitted underwear. There have been a number of individual advertisers of that type of underwear, but not one has been able to obtain a hold on the underwear market equal to that obtained by the B. V. D. Company.

The manufacturers of knitted outerwear, however, have been able to do and accomplish a task in which manufacturers of full-fashioned silk hosiery failed. They have succeeded in forming an association through which they are now addressing a joint advertising campaign to the public.

The dress goods division—the largest division of the textile industry—presents a dark picture.

Cotton stands at the top of the list in the use of advertising, but it is a poor list. Few, indeed, are the advertisers to be found in the cotton goods field. Names like Wamsutta, Fruit-of-the-Loom and Cannon Towels are among those very few. Their advertising and their selling methods are a distinct advance in the cotton field.

In an article that appeared in *PRINTERS' INK* but a few months ago on the advertising and selling experiences of the Wamsutta Mills, Richard Walsh pointed out "indirect selling, lack of trade-marks, and neglect of advertising" as being among the important sins of the cotton business. Wamsutta, he related, could be charged with these sins until four years ago, when it abandoned its private brands and the general selling habits of the cotton industry. Here is the way Wamsutta was selling up to that time:

"The mills made sheeting in the gray and sent it to a bleachery. The sheeting was sold in pieces through a selling agent (that is, in the roll) to a cutter-up. This cutter-up took the entire output of sheeting at a contract price. He made it up in sheets and pillow cases. His own shops cut, sewed, embroidered, ironed, packed and sold it. On part of the finished product he placed the famous Wamsutta label. The remainder went out under other brands.

The Automobile and Accessory Situation in Boston

The Globe is considered the daily automotive trade paper of New England and, while comparative figures are not available, it is widely acknowledged that for classified Automobile and Accessory advertising in particular the Globe has long been one of the foremost media in the United States.

What out-of-town advertisers do not generally recognize is the difference between the Globe's Classified Auto pages and those of other papers. In the first place, 85% of all auto advertising measured as "classified" is pure display copy. Cuts, borders, and display type are freely employed and the average size of copy is large. Besides the used-car advertisements, these columns contain much space devoted to new accessories, tires, portable garages, and even NEW CARS.

Automobile and Accessory Lineage

(Display and Classified)

First 6 months of 1925

Globe 837,693

2nd Paper 612,195

3rd Paper 431,867

The Automobile Medium in Boston is The

BOSTON GLOBE

The Leader in Boston for 31 years

Neither mill nor selling agent knew where the goods went, except that they shared with the general public the knowledge that certain large department stores regularly featured Wamsutta. Neither mill nor selling agent had anything to say about the price of the goods. The cutter-up set the price to jobber and retailer."

THE RESULTS

After four years of modern selling and advertising, Mr. Walsh reported that the following results are to be recorded:

"(1) Wamsutta is now selling direct to a large number of retailers, who take two-thirds of the total volume.

"(2) Almost for the first time, a substantial sale of a fine sheeting has been built without resort to price cutting. The average retail store has looked upon sheeting as unprofitable. It has been handled on a close margin, a great deal of it at bargain prices in 'white sales.' Wamsutta, today, is less a white-sale leader, and more a year-round stable item.

"(3) Production and sales are being simplified by concentration on a single grade, percale. Until 1921, nearly one-half of the Wamsutta sheeting volume was in two cheaper grades. One of these has now been dropped altogether, and the other reduced to 10 per cent; Wamsutta percale makes up 90 per cent of the volume.

"(4) Through its new contacts with retailer and consumer the mill has learned how to improve its product and its service. It has found the importance of perfection in finish, wide hems, full length and other details which the housewife observes. It has discovered demands for special sizes, such as crib sheets. It has learned to use and feature special embroidery, particularly Philippine.

"(5) During the depressed period of 1924, the cotton mills of New England generally ran at less than 50 per cent of capacity. Those mills which make yarn and gray goods shared the depression. But the sheeting mills increased production, turning out and selling more yardage than in any

made by Grammes



Metallic "Vari-Tint" Jewelry Tag

R. A. Harris & Co.,—Jewelers of Washington, D. C., apply "Vari-Tint" Tags On Their Products. Working Out Delicate Tones On Jewelry Tags Or Etching Name Plates For Engines Is All In Our Day's Work.

L. F. Grammes & Sons, Inc.

New York Office
Fisk Building

430 Union St., Allentown, Pa.
1875—Our Fiftieth Year—1925

Also Manufacturers Metal Specialties, Advertising Novelties, Etc.



The most successful automobile salesman in Cincinnati



364,010 lines during the first six months of 1925!
That's The Cincinnati Enquirer's passenger car display
advertising record.

For automobile advertisers know that The Enquirer is
"the most successful automobile salesman in the Cincinnati
territory." And they are cashing in on its success.

Ever since automobiles were first advertised, The Enquirer
has held the leadership in this field in Cincinnati. Its
superiority in pulling power not only makes it *first* choice
of automobile advertisers, but in many cases the *only* choice.

I. A. KLEIN
New York Chicago

The

R. J. BIDWELL CO.
San Francisco Los Angeles

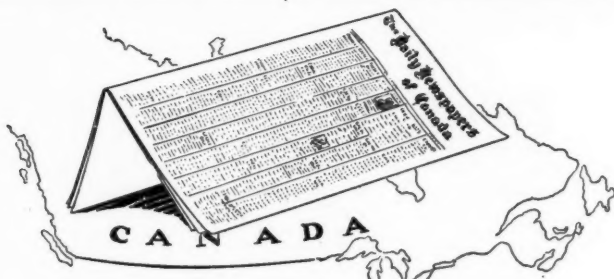
CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

Nova Scotia
New Brunswick



Quebec Ontario
Prince Edward Is.



WHETHER you desire to "blanket" Canada—or cultivate only part thereof—the proved and profitable media is

The Daily Newspapers of Canada

Write these papers—or ask your agency for data

Pacific Market

	Population	Newspaper
Vancouver 175,000	Province
Victoria 60,000	Colonist

Prairie Market

	Population	Newspaper
Winnipeg 280,000	Free Press
Winnipeg 280,000	Tribune
Edmonton 70,000	Journal
Lethbridge 15,000	Herald
Calgary 75,000	Herald
Regina 35,000	Leader & Post
Saskatoon 31,000	Phoenix & Star
Moose Jaw 20,000	Times & Herald

Maritime Market

	Population	Newspaper
Halifax 75,000	Herald & Mail

Ontario Market

	Population	Newspaper
Toronto 650,000	Globe
Toronto 650,000	Telegram
Hamilton 121,000	Spectator
London 70,000	Advertiser
London 70,000	Free Press
Kingston 25,000	Whig
Kitchener 30,000	Record
Peterboro 25,000	Examiner
Brockville 12,000	Recorder-Times

Quebec Market

	Population	Newspaper
Montreal 839,000	Gazette
Quebec 117,500	Le Soleil (French)
Sherbrooke 25,000	La Tribune (French)

Manitoba
Saskatchewan



Alberta
British Columbia

previous year. And this was done without reducing the price.

"But, after all, perhaps the most important effect of the Wamsutta campaign so far is that it is giving a lead to the rest of the cotton industry."

In silks the story is a sad one. No industry of similar magnitude, as Leon Allen has pointed out in *PRINTERS' INK*, has fewer names known to the general public. Belding, Skinner, Cheney, Mallinson, Migel and Goetz are about the only names that the public knows.

"The silk industry," said Mr. Allen, "needs advertising to help it standardize as to quality. It needs advertising for its stabilizing power and by the very fact that basically it is a luxury it needs the power of advertising to stimulate movement."

The silk industry realizes all of this, says Mr. Allen, yet it lacks the courage to take action. Silk, the luxury, may some day find, as knitted underwear has found, that some other material has become "the thing to wear."

At the lowest end of the scale is woolen. First there is the manufacturer of fabrics for women's clothes. In that field three names come readily to mind of manufacturers who have shown what can be done. They are: Forstmann & Huffmann, Botany Worsted Mills and Worumbo Manufacturing Company. These manufacturers have trade-marked and advertised their products. That their effort along advertising lines has brought increased profits seems evident from the fact that they find it necessary to fight off a host of parasites who seek to put their trade-marks in the generic class. That is to say, the trade as a whole is still so uneducated on the score of advertising that it believes it possible to appropriate the trade-mark and good name of these manufacturers for its own profit.

This condition has made it necessary for the Forstmann & Huffmann Company, for example, to maintain a special department charged with the job of seeking out violators of the trade names



Convince the
Readers of
"PUNCH"
by a good
Advertise-
ment of a
good Product
and you have
convinced the
most discrim-
inating public
in the world.

Rates and particulars
of available space
from

MARION JEAN LYON
Advertisement Manager, "PUNCH"
30, FLEET STREET
LONDON, ENG.



**Tell your story
in METAL!**

**Bright Colors
Inexpensive
Effective**



**Lithographed—
TACKER SIGNS
FLANGE SIGNS
COUNTER SIGNS
HANGER SIGNS
DIE-CUT SIGNS**

Sizes 20"x28" and smaller



Ask for Samples

**GENUINE QUALITY
AT LOW COST**

Crown Cork & Seal Co.

BALTIMORE, U. S. A.

One of the Largest
Metal Lithographing Plants
in the United States

of its fabrics, either in advertising or in actual sales, and to collect data on which definite action against such violators can be based. Unceasing watchfulness is necessary by manufacturers in this field who want to prevent their trade-marks from falling into generic use.

Manufacturers of fabrics for men's clothes have seldom had the temerity to try advertising. The only real examples of a well-planned campaign of American manufacturers of fabrics that we can recall are those of Strong-Hewat & Company to the trade; and of Cravenette and Palm Beach to the consumer as well as to the trade.

There is, of course, the problem of putting from one to three labels on a man's garment: The label of the fabric manufacturer; of the clothing manufacturer and of the retailer. This is usually held up as a stumbling-block. Yet manufacturers of Scottish woollens were able to start an advertising campaign in this country and found it an easy matter to have their label placed on finished garments. They made their label stand for a hallmark of quality; they made it look like a prize; and consequently found it easy, indeed, to have it put where the final buyer of a finished garment could find it. Yet American manufacturers say this label question is their stumbling-block.

PALM BEACH IS PROFITABLE

Palm Beach wrestled with the problems of trade-marks, of labels, and of substitution, and they have won out. The Goodall Worsted Company, the manufacturer of Palm Beach, earned profits last year and paid dividends. The amount of profits and the rate of dividend, however, we do not know, since those amounts were not made public. The American Woolen Company, perhaps the largest manufacturer of woollens in the world, showed a deficit of \$11,969,836.

We cite these facts not in order to make an invidious comparison. Advertising or lack of advertising

The Real **"CALL"** of the West.

To all spaces buyers, account executives, sales
manager and manufacturers—

When you think of the West,
THINK OF CALIFORNIA

When you think of California,
THINK OF SAN FRANCISCO

When you think of San Francisco,
THINK OF THE CALL

The Live Evening Paper Which
Leads in Everything

Cold figures have no place in this message.
See latest copy Standard Rate and
Data for the story, when inves-
tigation prompts you

THE CALL



IS
San Francisco's Home Paper

may have had no connection with the financial conditions of either company. We are simply citing facts.

On the whole, the reason for the advertising backwardness of the textile business, with the exception of hosiery and underwear, can be ascribed to a lack of courage. The majority of the textile manufacturers of the country have accepted certain obstacles such as (1) how to identify the fabric; (2) how to avoid substitution, and (3) how to avoid incurring the ill-will of clothing manufacturers, wholesalers and retailers, as being insurmountable and have let it go at that.

Now, in order to end this statement of advertising conditions in the textile field with some constructive advice, it seems that we cannot do better than to repeat what Leon Allen said to advertising men desirous of interesting silk manufacturers in advertising in the columns of **PRINTERS' INK**. This was his advice:

"The question of identification worries a lot of advertising men, particularly with lines not sold direct and where salvage marking meets with wholesaler resistance at the start.

"Like a movie bad man, this problem isn't so hard as it looks.

"Of course the wholesaler won't jump into your arms and say, 'bully' because you're going to advertise. He'll want goods his old way right up to the point where the advantages of being known as your distributor outweighs the ills that branded merchandise is heir to.

"This stage doesn't come in the first month or the first year, and it may never come in the case of the big wholesaler. For this reason you forget identification, selling him merchandise first, last and all the time. If he or the retailer is sold on the merchandise you needn't worry about substitution. He bought your goods to sell again—and he'll do it.

"But you can write it down in your little black book that as your advertising sells him your merchandise and your institution, and

as gradually you build yourself into the consciousness of the market, then he not only becomes receptive to the identification idea, but he welcomes it."

So you see, Mr. Berg of Copenhagen, we still have far to go in the matter of advertising in the textile field. We hope that this review of conditions will serve as a helpful light to the industry in your country and at the same time cause further thinking on the subject here and thus help to awaken in American textile manufacturers greater desire for the use of modern advertising.—[Ed. **PRINTERS' INK**.

"Rock of Ages" Quarries Under New Ownership

The Boutwell, Milne & Varnum Company, Barre, Vt., quarriers of Rock of Ages granite, has been acquired by a group of six Barre, Burlington and Boston business men. The name of Boutwell, Milne & Varnum Company, has been changed to the Boutwell, Milne & Varnum Corporation.

Harold P. Hinman, of the H. P. Hinman Company, Barre, who was at one time sales and advertising manager of the Boutwell company, has become vice-president, director and member of the executive committee in the new group. Athol R. Bell is advertising manager.

Barteau & Van Demark Get Direct Mail Accounts

The Thompson Specialties, Inc., Springfield, Mass., manufacturer of Tip-Top automotive chemical products, has placed its advertising account with Barteau & Van Demark, advertising agency, Springfield. The Federal Abrasive Works, Inc., Westfield, Mass., maker of abrasive papers and cloths, and the H. L. Handy Chair & Table Company, Springfield, manufacturer of restaurant equipment and household kitchen furniture, have also placed their advertising accounts with the Barteau & Van Demark agency. Direct mail will be used by these accounts.

Ashland Manufacturing Company Under New Ownership

The entire business of the Ashland Manufacturing Company, Ashland, Ohio, manufacturer of Eureka automobile jacks and pumps, has been purchased by the Fostoria Pressed Steel Company, Fostoria, Ohio. The Eureka line will continue to be manufactured and sold by the Fostoria Pressed Steel Company.

The advertising account has been placed with Myers-Beeson-Golden, Inc., New York advertising agency.

And Now—A Weekly FRATERNAL NEWSPAPER with National Coverage

Its Reader Field embraces Masons,
Pythians, Odd Fellows, Klansmen,
Woodmen, J. O. U. A. M., and others.

The Fellowship Forum is not the official organ of any fraternal organization, but EMBRACES ALL in its news and editorial columns.

The Fellowship Forum is bought, not because of membership urge of any individual fraternal organization, but for its editorial and news value to the great body of fraternalists throughout the country.

That there is need for such a publication, and that The Fellowship Forum has fully met this need is indicated by its phenomenal growth in two years.



Jan. 1923
35,000

Circulation,
Net Paid, Sworn



Jan. 1925
315,000

The Fellowship Forum

A National Weekly Newspaper Devoted to the Fraternal Interpretation of the World's Current Events

JAMES S. VANCE, General Manager

219 G Street, N. W.

Washington, D. C.

National Advertising Representatives

Western Manager
HARRY R. FISHER CO.,
700 Mallers Building
Chicago, Illinois

Southern Manager
GEO. M. KOHN,
704 Waltea Bldg.
Atlanta, Ga.

Eastern Manager
SAM. J. PERRY
1480 Broadway
New York, N. Y.



News Tower

HOME OF THE

MIAMI DAILY NEWS

**Net Paid
Circulation
Over 25,000**

**90% in the
trading area
of Miami**

During the week of July 26, the Miami Daily News formally opened to the public its new home, the News Tower.

On that date it published the largest newspaper in the world, 504 pages, carrying 746,004 lines of paid advertising. Such an achievement was possible only in the most progressive community in the world, Miami, and that community's most progressive newspaper—The Miami Daily News.

***The Finest Newspaper Plant
in the South***

Will Represent North Carolina Publishers

Following the endorsement of the International Press Foundation by the North Carolina Press Association, president J. W. Atkins, of the association, has appointed seven vice-presidents to represent North Carolina in the foundation. They are: Josephus Daniels, *Raleigh News & Observer*; H. Galt Braxton, *Kinston Free Press*; E. B. Jeffress, *Greensboro Daily News*; George Stephens, *Asheville Citizen*; A. G. Honeycutt, *Stanly County News-Herald*; Mrs. W. C. Hammer, *Ashboro Courier*, and W. G. Mebane, *Beaufort News*.

The International Press Foundation has for its object the creation of a home in Florida for newspaper workers. A tract of 700 acres has been donated by Mr. and Mrs. Charles Haines.

E. E. Haight, President, Concrete Publishing Company

E. E. Haight, previously in charge of the Chicago office of the Chilton-Class Journal Company, is now president of the Concrete Publishing Company, Chicago. As previously reported, this company has taken over *Concrete*, which had been published by R. Marshall, who also sold *Building Materials* to the same interests.

Fred D. Porter, of the Porter-Langtry Company, is treasurer of the Concrete company and Mr. Langtry is secretary.

Piston Ring Account for Toledo Agency

The North Piston Ring Company, Toledo, Ohio, has placed its advertising account with the Wendt Advertising Agency, of that city. This agency also has been appointed to direct the account of the Plummer-Huff Company, manufacturer of spray paint guns. Business papers will be used for both accounts.

Farm Papers Appoint Western Manager

J. Goldstein has been made Western manager of the Stockman-Business Farmer Trio, with headquarters at Chicago. For a number of years he was with the Chicago office of the *Dakota Farmer* and *Northwest Farmstead* and at one time was with Critchfield & Company, Chicago advertising agency.

W. A. Sittig Becomes Chicago Manager of "Modern Priscilla"

Modern Priscilla, Boston, has appointed William A. Sittig, manager of its Chicago office. He has been associated with the company in the Western territory for the last three years. He succeeds Roger A. Johnstone, who plans to establish his own advertising business at San Francisco.

Merchandising Cooperation

that is

EFFECTIVE



NATIONAL ADVERTISERS in the *Journal-Post* are given merchandising cooperation that is efficient and effective.

The dealer is reminded that the campaign is running in the *Journal-Post* through our monthly Trade Builder.

Over 7,000 wholesale and retail dealers in Greater Kansas City read this merchandising magazine every month. This kind of merchandising promotion work sells goods in "The Heart of America."

Our Sunday radio page attracts radio manufacturers because fans read it, and our Gravure Section, published each Sunday, is the only QUALITY APPEAL of Gravure published in Kansas City.



Kansas City JOURNAL-POST

VERREE & CONKLIN, INC.

New York
Detroit

Chicago
San Francisco
Kansas City

Facts and Figures on a Canadian Co-operative Marketing Plan

FOR seven years wool growers in Canada have had co-operative marketing machinery through which their products could be disposed of.

The United States Department of Agriculture has made a report to the farmers of the United States on this selling venture. The facts are interesting and worthy of being recorded and studied, not alone by wool growers but by all who are anxious to speed the proper development of co-operative marketing in agriculture and in industry.

The Canadian Co-operative Wool Growers Limited, has its headquarters at Toronto. It has handled more than 25,000,000 pounds of wool since its inception.

The quantities handled annually have varied from 2,500,000 to 4,600,000 pounds. There has been realized from the sale of the

yearly clips from about \$700,000 to \$1,000,000. Net expenses have varied from less than \$80,000 to over \$90,000.

The paid-up capital stock in the company has increased from year to year until it is now over \$91,000.

In addition to the payments made to the wool growers in settlement for their shipments there have been patronage refunds, which during the seven years have amounted to over \$50,000.

The association acts as a sales agency for the wool growers' local associations scattered from Prince Edward Island to British Columbia, also for individual wool growers who wish to have their clips handled in a co-operative manner. Both co-operative associations and individual growers ship their fleeces to seven central warehouses where the wool is graded and prepared for selling. Several of these warehouses are located in close proximity to the mills with the thought of facilitating direct sales to these buyers.

For One Successful Man

— With a background of merchandising and advertising experience — here is an unique opportunity for his services.

§ A large organization is seeking such a man to serve as counsellor in advertising and merchandising. His qualifications must include a knowledge of printing, engraving, layout and copy.

§ This man, if interested in a position with real present and future possibilities, will write us a complete account of his past experience, present employment, qualifications and salary expected.

Address "L.," Box 78, PRINTERS' INK

ANNOUNCEMENT

Beginning with January, 1926, the Kansas Farmer & Mail & Breeze will be included in the

RALSTEN FOUR-COLOR INSERTS IN THE STANDARD FARM FIELD

This publication will have 130,000 circulation; page rate \$600.00. The page rates of some of our other publications have been increased, due to added circulation, totaling \$520.00.

We have decided to absorb the 200,000 circulation increase, and the \$1120.00 rate increase, and for a limited time, offer our old customers and a few new, non-competitive advertisers, an opportunity to place orders for 1926 at the old rate of \$12,000 per page.

We will continue to use the same grade of paper—60# opaque, S&SC—and maintain the same high-grade four-color process printing.

The **FOUR-COLOR INSERTS** will be limited to four pages, and confined to one advertiser in a line in any issue, thereby dominating the publications and eliminating competition. Two features that are proving very valuable.

The rate, \$12,000 per page, is only 39.7% over the black-and-white rate.

FRED H. RALSTEN COMPANY

Tribune Tower,
Chicago, Illinois

250 Park Avenue
New York City

Frenzied Merchandising

(Continued from page 6)

them. He sold four the first month. However, no representative of the company has called to check up on him, so he reported only one sale and paid for just that one.

Think of it! This merchant has had 300 razors in stock in three months, each an advertised brand, without having invested a cent. Undoubtedly, the last lot of 100 will be returned shortly. Figure up the cost of shipping 300 razors, the cost of taking them back, replacing soiled containers, and so on. The total must amount to a tidy sum—more than even the full retail price of the seven razors the merchant sold. No one can call that merchandising.

In this connection, it is interesting to note that the Durham Duplex Razor Company—which is *not* one of those referred to—recently mailed an announcement to druggists in which we read: "You are well acquainted with the fact that one of the outstanding items carried by you—on which you make very little profit (and in some cases none at all) is safety razors. Today, price cutting has practically eliminated even the smallest profit to the retailer."

Evidently, sales policies of this sort bring their own retribution.

Consider the evil of the hidden demonstrator. The plan flourishes in the drug trade. It has been covered so thoroughly in *PRINTERS' INK*, however, that it is unnecessary to give it more than passing mention here. Incidentally, regardless of the plans formulated by certain associations to stop it, from well-informed sources it is learned that the hidden demonstrator is as prevalent today as ever.

What do you think of a sales policy which offers the retailer a deal that costs the merchant \$6.90 and the retail list price of which is \$19.50? In other words, the dealer can take a profit of \$12.60 on an investment of \$6.90 if he gets the full retail price. A safety

razor maker offered these terms on a special deal.

An eyelash beautifier advertised to dealers that they can make 150 per cent on this item. A company selling a tooth brush and a shaving brush offers a special deal on which the retailer can make 300 per cent profit. I haven't found any higher than that. But there are scores in between these two figures.

Can you picture a retailer taking a full 300 per cent profit, or a 200 per cent profit, or even a 100 per cent profit in a field as over-run with price-cutting as is the drug trade? Profit margins of such size are entirely too tempting. Retailers cannot resist the urge to cut. One merchant lops off 25 per cent, another 30 per cent and before long they are taking a mighty short profit or no profit at all. When the manufacturer tries to get along without the special deal, you know what happens.

ADVERTISING ALLOWANCES

Then there is the advertising allowance. One drug manufacturer gives an 8 per cent advertising allowance. He makes no effort to find out whether this money is actually used by the dealer for advertising purposes. As a matter of fact, the item is not the kind which druggists would advertise particularly. Advertising allowances of 2 and 3 per cent are quite common. But why dignify them by calling them advertising allowances? They are out-and-out discounts—the "extras" which are expected in the drug trade. Calling them by another name does not change their character.

Another manufacturer makes this offer: "Put in a complete window. Photograph it and send in the snapshot. For your trouble, we will send you a dozen boxes, fifty-cent size—retail value \$6."

Easy money! The manufacturer has no way of knowing how long the window is allowed to stand. He makes no stipulation as to quality of display. Also, he seems to overlook the fact that many retailers have three and four windows and that one of these may

Do you
want more
customers

?

Arnold
Joerns
Company
— Advertising —

Arnold Joerns Building - CHICAGO - 26 East Huron Street.

To
DIRECTORS • BANKERS
STOCKHOLDERS

...



IF YOU believe that an improvement in the executive or financial management of your company might be desirable, let us place you in touch with a client of ours who is now available for consideration as President, Financial Executive, or General Manager of a company which seeks to increase its earnings, to upbuild its equity, and to strengthen its competitive position.

This man has controlled the manufacture and distribution of \$250,000,000.00 of products, in eight different plants, all of which he reorganized, improved, financed, and managed.

You will recognize him as being among the nationally-known younger executives. His association with almost any company is likely to enhance its credit position.

For full particulars, in confidence and without obligation, and to arrange an interview if desired, address personally James Albert Wales, of Wales Advertising Company, 250 Park Avenue, New York.

be without much value as a sales maker because of its location.

There are many other window display offers, or rather offers for window-display space. Sometimes, cash is offered; sometimes free goods—more usually the latter. Merchandise which retails at \$6 does not cost the manufacturer that much but it makes his offer appear to be more valuable. What he forgets is that when a retailer receives free merchandise he is tempted to cut prices accordingly. Then the vicious circle starts all over again.

At least one of the big drug chains has a regular price list for its window space. The amount of attention a manufacturer's product gets inside these stores depends very largely on his willingness to buy window space. In other words, this chain is selling an advertising medium—its windows—in addition to retailing merchandise. The combination is a poor one for very obvious reasons.

However, bad as all these merchandising plans are, perhaps the free deal is still worse. At one time—back in 1917—the free deal began to pass out of the merchandising picture. There was no need for it; it was recognized as a poor selling scheme and it seemed to be dying a natural death.

But today, in the drug trade, the free deal is flourishing as it never did before. Some of these deals are tied up with window-display schemes and other advertising activities which the dealer is supposed to undertake. The great majority of them, however, have no strings attached to them.

Here is a maker of home dyes offering three dozen free and an extra 5 per cent on an order for a gross. A competitor offers two dozen free with a gross. Both brands are well advertised.

One of the most heavily advertised brands of face powders offers one package free with a dozen during a period of six weeks. The maker of a depilatory offers: "Two free with a dozen and three extra for a window display with three-dozen order." Immediately after the free deal on the above-mentioned face powder

WISE ADVERTISERS

want something besides mere space. They want a ready market and a good backing.

This is what they are getting in The Womans Press, the official magazine of the Young Women's Christian Association. For, they find a real market in the 52,000 local Board and committee women and 2,946 Y. W. C. A. secretaries who are responsible for the spending of over \$24,000,000 annually. They also find a real market in over 600,000 members.

And, furthermore, they are getting the best backing. No advertising is taken until it has the approval of one of the departments of the National Y. W. C. A.

**ARE YOUR PRODUCTS
RECOMMENDED ?**

**ARE YOU A WISE
ADVERTISER ?**

**THE WOMANS PRESS
600 Lexington Ave.
New York**

**The finest
printed
Rotogravure
Section
in
America**

San Francisco Chronicle

National Representatives
Williams, Lawrence & Creamer,
225 Fifth Avenue,
New York City.
280 No. Michigan Ave.
Chicago
B. J. Bidwell Co.,
Times Bldg.,
Los Angeles, Calif.

You
**would possibly
be surprised if
you knew what
Direct Mail Mer-
chandising of
your Advertising
would do for you**

*We have some
interesting facts*

HERTZ-HADLEY CO.
646 N. Michigan Ave.
CHICAGO

had expired, a competitor began to advertise an exactly similar offer. No doubt, the first manufacturer will increase the size of his next offer. Manufacturer number two will follow suit. Where will it end?

Dealers who buy a certain advertised toothpaste can get six free with every three dozen. The maker of a headache powder is exceedingly liberal. He offers one-half dozen free with every dozen order. On a new shampoo, dealers can obtain two bottles free with every dozen order. Another advertiser says: "Look over the six items shown here, make out your order and total it, then add 15 per cent of that sum and you will have the amount of free goods you are entitled to. For example: If you order a gross each of No. 21, No. 12, No. 292, the total amount is \$132—15 per cent of \$132 is \$19.80 and this is the amount of free goods you are entitled to." Nothing stingy about this manufacturer.

The evils of the free deal are generally known. Its cost is usually charged to the advertising appropriation. It tends to increase the cost of distribution. The dealer is given a grand opportunity to do a little price slashing and usually takes advantage of it. The manufacturer's sales generally drop with a bang immediately after the term of the free deal expires.

A letter was sent recently to more than twenty manufacturers who advertised free deals in recent issues of drug trade papers. This letter read, in part:

I notice that in your current trade-paper advertising you make a free deal offer. I also notice that free deals are becoming increasingly common in connection with products sold through retail drug stores.

Do you regard this as a healthy condition? Do you believe that the free deal is a merchandising device which deserves entire commendation? Or, is it something which competition has forced upon you and which you would willingly drop if it were not for the fact that you feel you must keep up with the procession?

Exactly one reply was received. What made the other manufacturers so reticent? Perhaps they felt that the free deal was, in-

↓ *DRAW* in this space and
return this coupon to us: ↓

An Invitation—

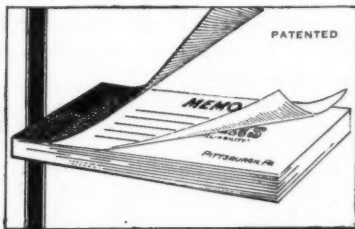
SKETCH in (above) your own ideas of a Business Card. Return it to us, and receive free an artist's sketch of what may be your next business card—if you like it well enough. Roughly letter the wording, and if design or trade-mark is to appear, paste in print for artist's guidance.

These are the cards in handy, *Memo Book* form. Fine steel-etched cards, bound 20 to the book with ruled memo sheets between, to save using up cards for notes, names and addresses. You name quantity and we'll quote; no obligation.

EUGENE A. OLSON COMPANY

Spruce Street & Ayslum

HARTFORD, CONNECTICUT



Sales Executive Wanted

A manufacturer of food products doing an annual business of several million dollars, has an opening for an experienced sales executive.

This man must have a thorough knowledge of merchandising, advertising and management. He must be capable of taking charge of the entire sales department.

The company has been unusually successful; is in splendid financial condition, and its sales have doubled in the past two years.

There is a real opportunity here for a man who can qualify. Applications will be held in strict confidence. We can only consider those who give complete details of experience, present connections, salary expected and personal qualifications.

Address "F.," Box 73,
care of Printers' Ink.

deed, a poor merchandising plan, but did not care to put their views on paper. This assumption is strengthened by the information contained in the lone reply. The letter came from a cosmetic manufacturer and read, in part:

"We do not in any degree approve of free-deal offers. We are unalterably opposed to these methods as a general proposition. We have introduced them for a very specific purpose and we are giving them a very thorough try-out to determine whether or not they will accomplish the ends we are aiming at. If we cannot get results commensurate with our costs and efforts we will abandon this free-deal practice which, as you very properly suggest, does not deserve the commendation of any reliable and established manufacturer of proprietary goods."

There you have a picture of the situation. Retail druggists are engaged in a price-cutting war which is making the business unprofitable for many. Wholesale druggists are suffering proportionately. Manufacturers are formulating frenzied merchandising plans, some because they know no better, others because they feel they are compelled to do so.

What is to be done about it? A possible answer to that question, as outlined by some of the more progressive manufacturers, will be given in an article to appear in a succeeding issue.

free to Advertising Executives

Upon request, until Sept. 1, 1925, we will send a free sample copy of this 100-page monthly magazine. It is enough different to justify investigation. Many new features.

**WESTERN
ADVERTISING**

564 Market Street, San Francisco

Cracking The New York Market

More Quicksand than Gold Mine to dozens of manufacturers who have tried to break in! Yet the mighty buying power of the New York market and its powerful influence in building national sales, draw like a magnet.

"Forcing" demand and distribution in New York by weight of advertising often does *not* work. Other vital factors determine success or failure.

* * *

We have an intimate working knowledge of this peculiar market. Here as elsewhere we do all "test" selling (to establish policy and plan) *with our own staff of field salesmen.*

* * *

No manufacturer need speculate in this market. Our practical sales laboratory will quickly show whether he can break in here *on a profitable basis.*

Our Sales Laboratory Services Include:

Solving Price Problems
Field Surveys
Sales Analysis
Distribution Plans
Salesmen's Remuneration
Selection of Salesmen
Training of Salesmen
Practical Sales Quotas
Dull Season Selling
Moving Slow Movers
Dealer Selling Methods
Meeting Competition, etc.

To Salesmen and Sales Executives

In 1924 we placed several hundred salesmen and a number of sales managers with clients. We invite those men who feel that their "future" still lies ahead, to write us in confidence regarding experience and ambition. We are interested only in men who are not afraid of the cold water of actual selling. Theorists and dead sales managers need not apply.

Manufacturers who wish to increase their sales and profits may discuss the subject in confidence with Mr. Regan by appointment.

We accept no retainers where we cannot see a substantial profit for the manufacturer as a prompt result of our work. We are not an advertising agency.

MARQUIS REGAN, Incorporated
Sales Counselors, 270 Madison Ave., N. Y.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF

C. B. Larrabee Roland Cole
E. B. Weiss Bernard A. Grimes
Thomas F. Walsh

James H. Collins, Special Contributor
A. H. Deute, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, JULY 30, 1925

Both Sides of Hand- to-Mouth Buying

We imagine that our readers will be inclined to agree with Melvin A. Traylor, president of the First National Bank of Chicago, when he says that hand-to-mouth buying has its good side. That was the gist of his interview in last week's issue of PRINTERS' INK under the title, "Why the Banks Welcome the Small-Order Idea."

If hand-to-mouth buying gets merchants out of the habit of doing speculative buying, it will have accomplished what no end of reasoning could have done. Speculative buying—that is, buying to get a quantity price or with the

hope of realizing a profit on a fortunate turn of the market—has long been a curse of American retailing. Speculative buying has been the big stumbling block in the path of better merchandising. The speculator is not content to merchandise—to make his profit on the turn of his goods. The practice of buying in small lots will undoubtedly show many speculators that they can make more money through merchandising than they ever made by speculation.

That is the bright side of the picture. The other side is that hand-to-mouth buying is being carried to extremes. Manufacturers in many lines are being forced to market much of their output in what is practically retail lots. This is adding an unnecessary burden to the cost of distribution.

From the retailer's side, too, hand-to-mouth buying is playing havoc. One of the elementary principles of retailing is that a merchant must have goods in order to sell them. Many merchants are buying so cautiously that their stocks lack appeal.

Good merchants have long recognized that in order to get the maximum sale on an article they must buy it in displayable quantities. In fact, many products will scarcely sell at all until shown in impressive quantities.

At present there is a photograph of a window display of bananas appearing in different business papers. The display consists simply of a window that is filled with bananas. We counted twenty-six bunches suspended from the ceiling of the window. Besides, the floor is covered with the fruit. It is said that this display sold 100 bunches in a week.

Suppose that store had only one bunch of bananas, which is about all most grocers ever have at a time, how many bunches would it have sold? You can't get away from the fact that this store sold bananas because it let its customers know in unforgettable fashion that it had bananas for sale.

Several years ago we knew of a

firm of Greek candy merchants in a town in Minnesota that used to sell from forty to seventy-five bunches of bananas every Saturday. And the activity of the Greeks increased the banana business of all the other grocers.

The method used by these Greeks to sell all this fruit was simple. Every Friday evening they announced in a newspaper advertisement the price at which the bananas would be sold the following day. And in the store and its windows they hung bananas on every available hook. The public apparently could not resist the powerful display.

Radio's Influence on Reading Habits

There has been considerable comment of late concerning the influence of radio on the reading habits of the country. In many quarters the opinion is frequently advanced that radio is lessening the amount of time that is given to the reading of newspapers, business papers, magazines and books.

Such opinions, we believe, are not based upon facts. They are merely sweeping generalizations built upon surface indications. We feel that every thinking advertiser will dig deeper than surface indications before he accepts the general statement that radio has a marked influence on the reading habits of the people of the country.

A thinking advertiser will look back a few years to the time when the movies made their entry into American life. If he sharpens his memory a bit he will recall that the same generalization was made concerning the influence of the movies on the reading habits of the nation. It cannot be doubted for a minute that the amount of reading done in this country has increased considerably during the time that the movie business has taken on the proportions of a gigantic industry. For verification of this, we suggest a call upon the librarian in charge of any public library in this country. The New York Public Library, for example, has shown a tremendous increase

in the number of books taken out during the last ten years.

Surely, if the movie, which takes readers away from the home, cannot decrease the amount of reading that is done, radio, an instrument that supposedly keeps people at home, can have no appreciable power as a deterrent of reading.

One Sales- man for Competing Lines?

It often happens that a company in order to make its line complete, to meet new competition, or to swim with the tide of consumers' new buying habits, adds a product to its line which is seemingly competitive. The question then arises whether the old sales force should sell the new item or whether it should be handled by a special crew. A similar situation sometimes arises when a big company buys out the product and trade-mark of a competing concern.

When the makers of Tanglefoot Fly Paper brought out a spray to kill flies, it seemed advisable for the company to get a crew of specialty men to handle the new item.

A prominent company in the food product field, bringing out a new item to meet consumers' changed buying habits, is using the same sales force to handle the new item. In this case, it is true, the salesmen have been instructed to point out that the new item is a complementary rather than a competing brand.

It is quite natural for a company to wonder why it should pay the salaries of the new sales force to sell the new item when it already has salesmen in the same territories. It is just as natural for the company which has absorbed another to wonder why it should continue to pay the salary and overhead of the absorbed organization's sales force, which is very likely to take some business away from its old machine or model. And yet experience seems to indicate that in most cases it pays the manufacturer to have a separate sales force to handle the

new item which he has added.

In the office appliance and typewriter field there have been numerous examples where a concern was bought out and the older brand disappeared almost entirely from the market when it was handled by the purchasing company's salesmen. One of the best examples of the successful policy of leaving purchased products in the hands of separate and practically independent organizations is that of the General Motors Corporation. Buick, Oakland, Cadillac, and all the other products of the parent corporation are sold by separate sales forces, and in many of the larger cities distributed by entirely separate dealers. The Glidden Varnish Company, by keeping companies it has absorbed in business as separate units, has been able greatly to increase its sales.

In the case of the new or the absorbed item, the stumbling block seems to be that no salesman can successfully sell two separate and distinct items in the same field. The man who has been trained to believe that the original product is the best one ever made and to think not so well of the other during the days of competition, cannot conscientiously reverse himself in a moment. Nor can the salesman for an old-established concern who has argued that his product has met changing conditions successfully, be expected to throw himself suddenly into reverse and enthuse about his company's new and seemingly competitive item. The same thing happens if this is attempted as happens to the automobile driver who tries to reverse when he is going full speed ahead. He strips his gears.

The salesman who has tried to sell a prospect one machine and failed, cannot very well start a sales talk all over again about the competitive item which his company makes. For by this time the buyer wants a change of scene. He wants a new man to talk to him. A separate sales force for the new or absorbed item seems to be indicated by a careful study of past sales history.

We Wonder

There is a difference which has gone unnoticed between the active market that the New York Stock Exchange has been witnessing and the last previous bull market.

The difference lies in the fact that this time very few—indeed, hardly any—blue-sky stocks are riding with the market. In the bull market of about three years ago issue after issue of fraudulent stock made its appearance. There must be a reason for this changed condition.

We wonder if this change is not mute but nevertheless eloquent testimony to the effectiveness of the New York Better Business Bureau, which, by the way, was instituted by the New York Stock Exchange during the last bull market; of the work of Better Business Bureaus throughout the country; of the National Better Business Bureau; and of the educational work carried on by publications, chambers of commerce, and banks. All of these agencies for the last three years have been strenuously sounding the warning: Investigate Before You Invest. Articles that have discussed the blue-sky promoter and effective ways of curbing his fraudulent activities that have appeared in *PRINTERS' INK*, for example, we know have been reprinted by chambers of commerce throughout the country for the benefit of all kinds of business in the country. All of this work must eventually have its effect.

We believe that we may be permitted to wonder if the absence of blue-sky promotions in the present active stock market is due in a great measure to the enlightened work that has been carried on against fraudulent stock promotion.

And we believe that we may also be permitted to feel that one of the reasons for the great amount of money seeking employment—a condition that surprises professional economists—is due to the fact that much money that formerly found its way into the hands of blue-sky promoters is now going into savings banks, life insurance and other safe and conservative investment channels.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

153 of a series showing effective coverage of national advertisers

The Willys-Overland Company

Advertising expenditures in 1924

Newspaper advertising

\$500,000*

Magazine advertising

\$859,850**

Farm paper advertising

\$387,433***

Willys-Overland Company individuals
who are readers of *Printers' Ink*
and *Printers' Ink Monthly*

NAME	TITLE	WEEKLY	MONTHLY
J. H. Gerkens	<i>Vice-President and Treasurer</i>	Yes	Yes
O. P. Kilbourn	<i>Assistant General Sales Manager</i>	"	No
Wm. I. Irvine	<i>Manager Direct Mail Dept.</i>	"	"
C. W. Beall	<i>Credit Manager</i>	"	Yes
A. J. Kniesser	<i>Credit Correspondent</i>	"	"

*Compiled by Bureau of Advertising of the American Newspaper Publishers Association.

**Compiled by the Crowell Publishing Company.

***Compiled by Agricultural Publishers Association.

No. 1 of the 25 most important sources of national advertising

Food Advertisers

During 1924 food advertisers bought **\$14,522,188*** advertising in thirty-five national periodicals and farm papers. Of this total **97.18%** was used by the following subscribers to the Printers' Ink Publications:

American Cranberry Exchange
American Kitchen Products Company
American Products Co.
Armour & Co.
Association of Hawaiian Pineapple
Canners
Aunt Jemima Mills Co.
Franklin Baker Co.
Beech-Nut Packing Co.
Best Foods, Inc.
Borden Co.
Burnham & Morrill Co.
California Fruit Growers Exchange
California Packing Corp.
Calumet Baking Powder Co.
Campbell Soup Co.
Carnation Milk Products Co.
J. & J. Colman, Ltd.
Colonial Salt Co.
Corn Products Refining Co.
Cream of Wheat Co.
Crescent Manufacturing Co.
Curtice Bros. Co.
Dairymen's League Co-op. Assn., Inc.
Diamond Crystal Salt Co.
Douglas-Pectin Corporation
Fishback Co.
Florida Citrus Exchange
R. T. French Co.
Chris Hansen's Laboratory
H. J. Heinz Co.
Hills Bros. Co.
H-O Cereal Co.
Holstein-Friesian Association of
America
Horlick's Malted Milk Co.
Igleheart Brothers
Jell-O Company, Inc.

Kellogg Food Co.
Kitchen Bouquet, Inc.
Charles B. Knox Gelatine Co., Inc.
Kraft Cheese Co.
Francis H. Leggett & Co.
Libby, McNeill & Libby
Loose-Wiles Biscuit Co.
Mellin's Food Co.
Merrell-Soule Sales Corporation
Minute Tapioca Co.
Morton Salt Co.
National Biscuit Co.
National Canners Association
Nestlé's Food Co.
Northwestern Yeast Co.
Oxo Limited, Inc.
Penick & Ford, Ltd.
Pet Milk Company
Pillsbury Flour Mills Co.
Postum Cereal Co., Inc.
Price Flavoring Extract Co.
Procter & Gamble Co.
Quaker Oats Co.
Reid, Murdoch & Co.
Richardson & Robbins Co.
Ridgways, Inc.
Royal Baking Powder Co.
Rumford Chemical Works
Shredded Wheat Co.
Southern Cotton Oil Trading Co.
Sun-Maid Raisin Growers Association
Swift & Co.
Wm. Underwood Co.
Van Camp Packing Co.
Wander Co.
Washburn-Crosby Co.
Wheatena Company

Have you a message for these important food advertisers? To reach the major executives in these organizations, advertise in the Printers' Ink Publications.

*Curtis Publishing Co. analysis of food advertising in 35 national periodicals and farm papers during 1924. Consumer advertising in one form of media—newspapers or periodicals—is a pretty good index of the comparative activity of that industry in other forms of advertising.

Advertising Club News

Pittsburgh Club Elects New Officers

The following have been elected officers of the Pittsburgh Advertising Club for the ensuing year: President, Edward M. Power, Jr., of the Edward M. Power Company; vice-president, J. V. Long; treasurer, A. C. Kunkle, directory sales manager of the Bell Telephone Company, and secretary, J. A. Cullison, advertising manager of the National Fire Proofing Company.

Group activities of the club will be in charge of the following chairmen: L. J. Heckler, vigilance and legislative; Ira C. Harper, church advertising; Robert Rawsthorne, Jr., direct mail; James C. Ruch, general advertising; Thomas R. Sterck, agencies; Charles F. Yost, newspapers; R. L. Twitchell, manufacturers; J. Clare Crawford, and J. E. McKirdy, banks, real estate and railroads.

Associated Clubs Appoint European Representative

Sydney R. Clarke, former secretary of the Advertising Club of New York, who is opening offices in France and Italy as a business representative, has been commissioned a special emissary of the Associated Advertising Clubs of the World by C. K. Woodbridge, president. Mr. Clarke will work with advertising clubs in Continental Europe and will aid in the organization of additional clubs.

Oakland Club Host to San Francisco Club

A delegation of thirty-five members from the San Francisco Advertising Club, led by Hal. H. King, president, were the guests of the Oakland Advertising Club at a recent meeting. Orton Lucas, president of the Oakland club, after welcoming the visitors, turned the gavel over to Mr. King, who introduced Don E. Gilman, vice-president of the San Francisco club, and John J. Cuddy, former president.

R. A. Swink Made Secretary of Cleveland Club

Raymond A. Swink has been made secretary-manager of the Cleveland Advertising Club, effective August 1. He was recently with the Coit-Alber Chautauqua Company, Cleveland, and was formerly associated with the development work of Ohio Wesleyan University.

New York Club to Celebrate Incorporation

The Advertising Club of New York will hold the tenth anniversary of its incorporation in November. Plans already are going forward to arrange for a program of celebration.

R. W. Barnhill Leads Advertising Golfers

Roy W. Barnhill won the tournament of the Metropolitan Advertisers Golf Association which was held at the Oakland Golf Club, Bayside, Long Island, on July 23. He won the morning gross prize with a 76 and also turned in the best card of the tournament. Lester R. Fountain had the winning score of 79 in the afternoon, in the gross division.

The best net in the early round was the 92-23-69 of James Poring, while in the afternoon two players tied, L. A. Weaver having a 95-23-72 and G. C. Tompkins a 79-7-72. H. V. H. Proskey missed the tie by a single stroke, his card reading 84-11-73.

The match play winners were as follows: First division, E. N. Chalfont; second division, Lester R. Fountain; third division, J. F. Pomphrey; fourth division, J. N. McDonald; fifth division, W. R. Hotchkiss; sixth division, George H. Leigh; seventh division, A. F. Moore, and eighth division, G. C. Tompkins.

Editor Sees Advertising an Influence for Better Literature

Advertising is playing an important part in bringing American literature and fiction up to a point where it will rank in merit with the literature and fiction of European countries, according to John Hilder, editor of *The Elks Magazine*. Speaking before a meeting of the Portland, Oreg., Advertising Club, Mr. Hilder said that American literature had been too sugar-coated in the past and that the tendency of advertising to become more and more clinical and pathological was influencing an increasing frankness and truth in the literature of the country.

Mr. Hilder, Charles S. Hart, business manager of *The Elks Magazine*, and Lloyd Maxwell, of Williams & Cunningham, Inc., Chicago, were the guests of Franklin Allen, of the *Portland Telegram*, who was to have been the speaker. Instead Mr. Allen took advantage of the opportunity to have the members of the club hear from their visitors.

St. Louis, Golf Tourney Won by Sam Judd

The third tournament of the 1925 season of the St. Louis Advertising Golf Association was won by Sam Judd who turned in a card of 74. The contest was held on the course of the North Hills Country Club. Thirty-eight members of the association took part.

At the tournament E. Lansing Ray, president of the St. Louis *Globe-Democrat*, announced a prize of a silver loving cup to be presented to the member of the association having the best ringer score for the five contests during the 1925 season.

Chicago Advertising Golfers in All-Day Tourney

More than a hundred golfers, members of the Advertising Council of the Chicago Association of Commerce, took part in the first annual all-day golf tournament held by the Council at the Evergreen Golf Club course on July 23. The tournament was for 18 holes only, but the entire day was spent in play, the morning being devoted to practice rounds. Seventeen prizes had been offered for the five classes into which the players were divided. No individual was allowed to capture more than one prize.

The first leg on a cup offered by the Advertising Typographers of Chicago for low net score was won with a 71 by William H. Parkes, of the Seaman Paper Company. This trophy, to be retained permanently, must be won three years in succession. Low gross prize was won by R. C. Wilson with a 76. The other winners of prizes are: Class A and B, low net won by F. Guy Davis, with 76; low gross, won by C. H. Jones, 84; Class C, low net won by K. G. McKiernan, 71; low gross won by Homer J. Buckley, 92; Class D, low net won by P. S. Van Auken, 71, low gross won by C. Dockstader, 97; Class E, low net won by S. R. Tiedman, 78, and low gross won by E. Dahn, 102.

F. Heuchling won the prize for high score on one hole with fourteen strokes as his card.

W. D. McKunkin, C. Dockstader, Joseph M. Kraus and A. L. Weber had the lowest net foursome score. The Advertising Council now plans another tournament to be held in September.

* * *

Women's Club of Boston Elects New Officers

Marion Francis Brown has been elected president of the Advertising Women's Club of Boston. Other officers elected were: Vice-president, May Spain; secretary, Dorothy Nass, and treasurer, Bernice Davis.

Now the Aluminum Company of Canada Ltd.

The name of the Northern Aluminum Company Ltd., Canadian manufacturer of Wear-Ever aluminum, has been changed to the Aluminum Company of Canada Ltd. The change is one of name only.

Underwear Account for Boston Agency

Brenninger and Wolcott, advertising agency, Boston, have been appointed to handle the account of the Suffolk Knitting Mills, East Boston, manufacturers of women's silk underwear.

New Daily for Ogden, Utah

A new daily newspaper will soon be published at Ogden, Utah, to be known as the *Times*. It will be a morning paper. Ralph E. Bristol is chairman of the board.

E. A. Bournival to Manage Manchester French Daily

Ernest A. Bournival, for twenty-three years advertising manager of *L'Avenir National*, Manchester, N. H., has been elected treasurer, editor and publisher. He succeeds the late Joseph E. Bernier.

The will of Mr. Bernier named Mrs. Bernier sole legatee and executrix. In the reorganization of *L'Avenir National Publishing Company*, Mrs. Bernier has become president and a member of the board of directors.

Jacob Casin Organizes Own Firm

Jacob Casin, associated with the Van Raalte Company, New York, as general sales manager for eight years and formerly for seventeen years with Julius Kayser & Company, New York, has gone into business for himself. He has organized the firm of J. Casin & Company, New York, which will handle glove silk underwear, silk hosiery and suede and silk gloves.

G. H. Doyle to Represent Associated Medical Publishers

The Associated Medical Publishers have appointed George H. Doyle, publishers' representative, New York, as their Eastern representative. He will represent the following publications: *American Journal of Surgery*, *American Medicine*, *American Physician*, *International Journal of Medicine and Surgery*, *Clinical Medicine*, and *Therapeutic Gazette*.

Additions to "Liberty" Sales Staff

Arthur W. Hosking, Jr., and Wilbur L. Davidson have joined the New York sales staff of *Liberty*. Mr. Hosking, who was formerly with the *American Review of Reviews*, will cover New York City. Mr. Davidson, who recently was Eastern advertising manager of *Farm and Home*, will cover Philadelphia and the South.

Vise Account for John S. King Agency

The Columbian Hardware Company, Cleveland, manufacturer of garage and household vises, has appointed The John S. King Company, advertising agency, of that city, to direct its advertising account. Business papers and direct mail are being used.

Springfield, Mass., Agency Reorganizes

Forrest & Vincent, advertising agency, Springfield, Mass., has been reorganized and the name changed to Forrest-Hobart. Douglas R. Hobart, the new member of the firm, was recently associated with the Hendee Manufacturing Company, Springfield.

The Little Schoolmaster's Classroom

IN motor trips about the country during the last couple of weeks, the Schoolmaster has seen unbelievable quantities of ripe raspberries along the roads. In wooded sections for mile after mile the wayside is literally upholstered with these luscious berries. And the strange thing about it is that the berries were being allowed to drop to the ground unpicked. In all his journeyings, the Schoolmaster did not see a single person picking these berries.

On several occasions, he asked why all this fruit was permitted to go to waste. Not many years ago, children were glad to earn a few cents picking and selling wild berries. It seems, however, that there are no longer any idle children during the summer time. Everyone who can afford it, and that seems to be a goodly slice of the population, sends his children to summer camps. Those who cannot afford the luxury of a camp enrolment are usually able to find other occupations for their heirs and heiresses that are more profitable than berry picking.

For boys, caddying has become a favorite summer occupation. It is not only more remunerative but also more fashionable to caddy than to pick berries. As a result, many thousand boys who used to patronize the berry patch and the ole swimmin' hole, now spend their summers in observing the flight of erratic rubber pills. Not only do these boys make a considerable amount of money during the summer, but in the well-managed clubs they get much valuable training which will be useful to them in later life, no matter what career they may follow.

At the course at Buck Hill Falls in Pennsylvania, for instance, about 150 caddies are employed at the height of the season. These caddies are graded "A," "B," "C," according to their efficiency. "A" caddies are paid a

higher rate than "B" caddies, and "C" a lower rate than "B," although a caddy who does not rise out of the "C" classification is not much good. An interesting thing about the rating of the caddy is that the reports turned in by players largely determine his classification. After each game the player is given a slip on which he is asked to report on his caddy on the following points:

Occupies Benches	Very good
Swings Clubs	Good
Loses Balls	Only Fair
Lags Behind	Replaces Divots
Green Shy	Courteous
Bag Carrier	Needs Training
Impertinent	Indifferent

By watching these cards, the caddy master soon gains a first-hand knowledge of the work of his boys. He then knows which ones need training. It also lets him know which ones are disqualified for the service because they are persistently impertinent or otherwise inefficient.

A similar system is in use on other courses. To qualify as an "A" caddy, a boy must not only attend to business but he must also exhibit many of the qualities of a successful salesman. The Schoolmaster wonders why this caddy rating system could not be used in more lines than golf. Many workers who serve the public could be rated by those served. Fairer results would be obtained than where the rating is done arbitrarily by a management that is only superficially familiar with the work of each individual employee.

* * *

The Schoolmaster has often wondered why trust companies and savings banks would not make rattling good sales outlets for life insurance companies.

Not long ago, the president of the Bowery Savings Bank of New York, William E. Knox, made an address on his bank's advertising campaign. He related the reasons

O U T L O O K S

FROM THE WINDOWS OF our clients the Multibestos Company in Walpole, we see miles of beautiful Massachusetts country stretching away in every direction.

Industrial life is at its best in these pleasant rural factory towns of New England. The days spent in Walpole planning advertising which will put Multibestos Brake and Clutch Linings on a few more million cars are like a real vacation, while increasing the use of better brake linings is surely a work of which anyone may be proud.



CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*

50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

A \$20,000 COPY WRITER

With a Prodigious Capacity for Work

Seeks to associate himself on a part-time basis with three or four Agencies interested in cutting down overhead, at the same time securing for their clients a superior grade of copy at a minimum cost.

His proven success with several of New York's finest agencies is a matter of record. His copy has occupied approximately \$3,000,000 worth of space in the past three years.

He is the type of man who will add lustre and prestige to any agency fortunate enough to secure his association. His portfolio is available for the inspection of executives.

*Preliminary arrangements for interviews
will be negotiated through*

**WALTER A. LOWEN, President
VOCATIONAL BUREAU, INC.**

17 W. 42nd St. New York City
'Phone Penn. 5389

Manufacturing Company For Sale

Company manufacturing three product line of toilet preparations will sell reasonably. Full surrender of trademarks, exclusive formulas and patents. Products widely advertised and at present in just the proper stage for development. Have supplanted in many sections older competitive products. Owner's sole reason for selling overburdened with varied interests. Purchaser can acquire full control at attractive figure and, if desired, complete trained personnel, including unusual producing sales force. Products have rare sales idea; 98% distribution secured on initial trial. With proper financial backing and administration these three products can be made leaders in their field. Write for full particulars.

Address "W.," Box 213, Printers' Ink

behind the campaign and described and discussed individual advertisements in the campaign. One advertisement that he singled out in particular was concerned with life insurance. It suggested life insurance as a good investment; but did not in any manner indicate that the bank itself was selling life insurance; for it was not. Nevertheless this copy, so Mr. Knox said, moved a number of readers to clip it and write in asking to be sold a life insurance policy. (The Schoolmaster can't resist the temptation to get off the track for a minute and say that most insurance companies, when it is suggested that they advertise, will swear on oath that no one since the world began ever asked to be sold a life insurance policy.)

* * *

An address of another bank president, that of A. C. Robinson, head of the Peoples Savings and Trust Company of Pittsburgh, convinces the Schoolmaster that a savings bank or trust company can sell life insurance. A plan that Mr. Robinson has hit upon combines the functions of a life insurance salesman with the functions of a savings bank.

Here is a description of the plan, in Mr. Robinson's language:

Let it be supposed that you are thirty-five years old, and are desirous of securing for yourself the sum of \$1,000. You come to our company and make an initial deposit of \$7.45, agreeing to make a similar monthly deposit for a period of 120 months. Multiplying \$7.45 by 120 gives \$894, the gross amount of your contract. If you are living and have kept up your payments regularly during the period, at the end of the 120 months you receive from our company \$1,000 in cash. But should you die at any time prior to the consummation of your agreement, your heirs will receive the \$1,000 in full, regardless of the amount standing to your credit in your savings account at the time of your demise.

That, in substance, is the basis of the idea. In our case, the monthly deposits are credited interest at the rate of 4 per cent, which accounts in part for the profit of \$106 above noted between the \$894 which you deposit and the \$1,000 which you withdraw. On a regular 4 per cent savings account left undisturbed, the interest would amount to about \$75 more, and this amount is the actual carrying cost of the ten

When advertising agents buy space for themselves

From January 1 to June 30, 1925, advertising agents bought 372 $\frac{3}{8}$ pages in PRINTERS' INK to advertise their own services.

This is the largest amount of agents' own advertising ever carried during a similar period in PRINTERS' INK.

As our friend The Chicago Tribune says: "Follow the judgment of experts."

PRINTERS' INK WEEKLY

20,530 net paid circulation

**Many Advertisers
Cover the
Entire
Los Angeles Field
by Using the**

EVENING HERALD

Alone!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
6 North Michigan Ave., Chicago, Ill.
H. W. Meloney, 604 Times Bldg., New York
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING COMPANY
185 Madison Avenue, New York

Est. 1873

A. B. C.

American Sumnerman

CHICAGO, ILL.

112 to 138 pages per issue.
52 times a year.

National Miller

Established 1895

A Monthly Business and Technical
Journal covering the Flour, Feed
and Cereal Mills. The only A. B. C.
and A. B. P. paper in the field.
630 W. Jackson Blvd., Chicago



**Howell
Cuts**

for house organs
direct mail and
ask for proofs other advertising

Charles E. Howell, Fisk Building, New York

years' protection, which guarantees to your heirs the total amount which you have contracted to save.

Let me illustrate how the insurance feature works. Assume that you die at the end of three years, after having made thirty-six deposits of \$7.45, or \$268.20. Your heirs would immediately receive this amount from our company. In addition, they would receive from the Equitable Life Assurance Society, the underwriting company, the difference between this amount and \$1,000 or \$731.80.

The longer you are in, and as the amount of your deposits grows, the responsibility of the life insurance company automatically decreases. This is shown by the fact that the first year's protection, which involves the guarantee of practically the entire \$1,000, costs \$12.21, which amount automatically reduces until for the tenth year it is only a few cents. The cost of the insurance protection given on such an account amounts to about two cents daily. Technically, the insurance is known as "decreasing term."

Please bear in mind, we do not sell life insurance; we act as agent for our depositor in buying it for him. We get no profit or commission from his insurance premiums.

Mr. Robinson's bank, which has a capital of \$3,000,000 and a surplus of \$6,000,000, has been operating this plan for four years.

The Schoolmaster cites all of this information not alone as an answer to a question which has been on his mind, but also as an interesting record of merchandising work in the financial field—a field which has not yet taken hold of the thought that the savings and investment idea can be advertised and merchandised.

A West Virginia retailer writes to the Schoolmaster wondering if certain manufacturers realize how great an amount of display matter is wasted by their salesmen.

"Some of them," he says, "seem to want to get rid of the matter in any way at all. Last year we rented a room for a month to a salesman representing a certain baking powder concern who made this town his headquarters for some intensive sales effort in the neighboring territories. I wish you could have seen the great amount of costly advertising matter he left scattered around the place when he gave up possession. It was simply scandalous."

This is very much like the plan pursued by the small boys in

country towns when they are given handbills to distribute. It is rather hard work to walk all over town in hot weather leaving a handbill at each house. The boys find it much easier to stuff them under culverts or to throw twenty-five or so into a farmer's Ford.

Indolent and untrustworthy human nature has to be combated by everybody who sells goods. It can be minimized but never eradicated. But even at that the suggestion sent in by the Schoolmaster's West Virginia correspondent may help some members of the Class to plug up, at least partially, leaks of this kind.

* * *

The Schoolmaster, always a firm believer in the efficacy of the testimonial, was impressed recently by a mailing envelope used by the Draper - Maynard Co., of Plymouth, N. H., manufacturer of sporting goods. On the back of the envelope is printed a long list of major league baseball players with the headline, "The D & M gloves and mitts are being used now by over 80 per cent of the major league players."

The fact that so many players are using D & M products is one of the best possible evidences of the quality of those products. By calling attention to this list of players the company is using an excellent leverage on each prospect to whom its catalogue goes.

Too few manufacturers are making effective use of their mailing envelopes. Those advertisers who still believe the envelope's only use is to carry a letter or catalogue would do well to study the Draper-Maynard method.

* * *

The Schoolmaster was particularly pleased to note the full-page advertisement of the Metropolitan Life Insurance Company in the August issues of a large list of magazines. This piece of copy exposes the old patent-medicine faker and his disreputable de-

My Stock In Trade At Your Service

Almost ten years in publication work including editorship and business direction of two weeklies. Experience also includes feature writing, management of a house organ, successful ad writing, direct mail work, and make up responsibility.

Nearly ten years of statistical research and business analysis work for a great department store, a first order chamber of commerce and social service organizations as well as considerable lecturing.

Objective: copy or statistical promotion department of an advertising agency or large publishing house.

Address "G," Box 74, care of Printers' Ink.

Can You Sell Local Advertising?

Leading New York paper offers real opportunity to man of pleasing personality—preferably experienced among New York shops. State qualifications and salary. Applications held in strict confidence.

Address "H," Box 75, care of P. I.

If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct by-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "R," Box 23, care of Printers' Ink.

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

A Real Opportunity For a FIELD MAN

Raw material corporation producing nationally advertised material needs an experienced field man to travel retail field of 6,000 dealers in many states. Knowledge of retail selling, mental and physical ability and a capacity for building goodwill among the essentials. No selling, although selling experience will be valuable aid in position we offer. Common sense and integrity absolutely necessary. If you are that man or know him, advise

Address "E.," Box 72, Care of
Printers' Ink

I KNOW AN EXCEPTION- ALLY ABLE ADVERTISING MAN

who now has a good job, but is not happy in his work. He has planned, written and sold several outstanding national campaigns. He has an expert knowledge of media, a keen appreciation for the artistic and a thorough training in the mechanics of advertising. His unusual ability commands the respect of everyone with whom he comes in contact. Get in touch with him and see if I have not understated his qualifications.

Address "K.," Box 77, Printers' Ink

A MAN OF IDEAS

with a penchant for the original, a strong distaste for the banal, and utter devotion to the effective, is looking for a job. He does not want to write copy to pattern, nor wish to execute cut-and-dried plans, but desires an opportunity to develop marketing appeals and to create sales and advertising plans. Good correspondent. Age 30; married. For details address "J.," Box 76, Printers' Ink.

scendant, the modern advertiser of fake cures. It takes a fine fall out of the harpies who advertise cancer and tuberculosis cures. As the copy says:

"Many quacks are still using testimonials signed by people who died years ago from the very diseases of which they claimed they had been cured.

"When a cure for tuberculosis or cancer is found it will not be necessary for the discoverer to advertise. Any experimenter who finds a remedy for either of these scourges will be acclaimed the greatest benefactor of our generation. Magazines and newspapers everywhere will shout the glorious news of his discovery. Instead of being crowded away in a few inches of advertising space, the story will blaze in front-page headlines! Do not be deceived by the magic of print. Avoid advertised 'cures.' If you are sick see your doctor."

It is fine to see this big company use its advertising appropriation for so broad and humanitarian a purpose. The Schoolmaster has long waged war against these robbers of the poor and sick. The Schoolmaster's friend, S. Roland Hall, has for years made the fake cancer and consumptive cure his own personal battle. He has spent his own money to buy space in which he said that if self-respecting advertising men can't stop the fake medical consumption and cancer advertising that has been so boldly flaunting itself recently they might as well cease talking about truth in advertising. He offered this method: "Refuse to use any medium that stoops so low as to share in dollars that crooks wrest from trusting consumptives." The Associated Advertising Clubs has also taken a stand on this question. The Metropolitan Life is to be congratulated upon the fine help it is giving to the cause of decency in advertising. It sets an example which might well be taken to heart by those few publishers who have not seen the light.

Randolph Kuhn has joined Crosaley & Failing, Inc., Portland, Oreg., advertising agency. He was at one time with the Botsford-Constantine Company.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

FOR SALE

One 9x32, three-roller paint mill. One 11x24, three-roller granite finisher. Cheap. Harting, 132 Montauk Avenue, Brooklyn, N. Y.

PUBLISHERS' OPPORTUNITY

To obtain annual catalogue very reasonably. Only one in field. Highest reputation. Other interests compel sale. Write Box 677, Printers' Ink.

FOR SALE—Best evening newspaper in California for the price; no competition, either local or metropolitan; fine, growing field; ideal home conditions; present profit 15 per cent on price asked, can easily be increased to 20 per cent. Cash required \$25,000. I personally guarantee this proposition. This is NOT the Santa Ana Daily Register, which is NOT for sale. Address J. P. Baumgartner, Santa Ana, Calif.

I Desire to Represent south of New York state to North Carolina another National publication in advertising, provided it will not conflict with the present one I am representing.

Only proposition with a liberal drawing account will be considered. Can furnish best reference as to ability. Box 662, Printers' Ink.

BUSINESS OPPORTUNITY for sales executive with widely known and recognized commercial lithographing and high-grade advertising printing concern located in near Northwest; should be man who can develop direct-mail advertising literature, catalogue and color process work; company has a splendid outlook for future; a substantial interest must be acquired in the business by this sales executive. Box 664, Printers' Ink.

Multigraph Letter Folder for Sale Due to installation of larger machine, we have one multigraph Model 17 letter folder for sale. Machine is in excellent condition and makes either one or two parallel folds at rate of about 4,000 per hour. Equipped with 60 cycle 110 volt motor. Price \$100 f.o.b. North Tonawanda, N. Y. We will gladly pack for shipment. WEATHER-BEST Stained Shingle Co., Inc., North Tonawanda, N. Y.

Where's that live **ADVERTISING MAN** who desires a business of his own? Only agency, live accounts, low overhead and making money. Reasonable. Must go West. Box 109, Muskegon, Michigan.

FOR SALE

To An Advertising Man

Half-interest in well-established group of trade publications. Price \$35,000.

About \$10,000 cash needed. Balance on satisfactory terms. Box 670, P. I.

To the Small Advertising Agent:

The Publishers Association of New York announces a requirement of \$20,000 assets for continued recognition. To those agents who feel they will not be in a position to meet this demand the advertiser, a recognized advertising agency, is willing to combine with any agency interested.

We have recognitions and plenty of money in the treasury.

Box 663, Printers' Ink.

WANTED—A selling or advertising agency that would be willing to finance an advertising campaign of their own direction and take their expenses out of the gross profits of the product to be propagandized, i.e., to accept the bills of sale and return to the manufacturer the net cost of production, or any other feasible working plan which might be presented.

We already have 75% national distribution, together with a modicum of sales for an old, reliable dyspepsia remedy, which contains no alcohol, dope or other harmful ingredients.

The same product's merit is proven by the fact that it is the largest seller on the European continent, but has not had any appreciable publicity in the U. S. A.

Box 682, Printers' Ink.

HELP WANTED

Photo-Engraving Salesman Wanted—

One who can make himself felt and become a factor in our business. The Gill Engraving Company, 140 Fifth Avenue, New York City.

Photo-Engraving—Office and sales manager wanted; a man of ability and proven record can have attractive salary and a substantial proprietary interest without monetary investment; give enough particulars in letter to warrant interview.

EGGERS PHOTO-ENGRAVING
250 West 54th Street, New York City

WANTED—Young man who can give time to soliciting advertising for a fast-growing class journal in New York City in the automobile-truck field. State working basis, experience, etc. Box 660, P. I.

A retail optical establishment in New York City wishes the spare-time services of an experienced copy writer and advertising man in planning and executing a direct-by-mail campaign. State experience and terms. Box 681, Printers' Ink.

Advertising Manager for large Department Store in Middle-Western City. Young Man with Broad Experience, Initiative and Ability. Box 683, Printers' Ink.

Young Gentlemen—with some experience in writing advertisements and in sales promotion work. Must be efficient in detail and office work. By large Newark manufacturer and refiner of precious metals, selling wholesale jewelry and electrical trades. No previous experience in this line required. Steady position and excellent chance for advancement. Salary, \$40.00 weekly. Write full details. Box 661, Printers' Ink.

Sales Promotion Manager for Chain Store Organization

Practical hard-hitting man with thorough knowledge of retailing, who can not only originate sales building plans and material but also correspond with store managers and make trips to stores to accomplish results in sales acceleration right on the ground. Wide leeway, full opportunity and good prospects to right man. Box 657, Printers' Ink.

MAN POWER

Two men (singly or together)—singly as advertising manager, merchandise manager, sales manager, executive—together capable of complete management large business—they can cut down overhead; increase sales, create profits, all on a self-supporting basis, as they do actual work of 3 or 4 departments while managing business. Box 656, Printers' Ink.

Artist Wanted

A fine opening in a progressive, well-financed, Eastern agency awaits a versatile artist who is good at lettering and figures. Prefer man under thirty-five. Congenial surroundings. Fair starting salary and excellent opportunity. Give complete details in first letter. Box 679, Printers' Ink.

NEWSPAPER MAN NEEDED

In a city of 50,000 population. The man we have in mind should have a thorough knowledge of the business end of a newspaper and must be able to take entire charge of local and national advertising departments, and at the same time be a go-getter, have initiative and a fund of ideas on newspaper building. To such a man we can make an attractive offer. Correspondence will be treated as absolutely confidential. Box 680, P. I.

WANTED—Assistant in small New York agency. We need at once energetic young man, college man preferred, with advertising experience. Must be familiar with mechanical details, ordering art, electros, settings, etc. Modest salary and a real opportunity. Write, giving details of experience and references. Box 678, P. I.

PAPER SALESMAN

We have the right opportunity for a man who can sell paper to printing trade. Telephone for interview or write stating experience. Communications treated confidentially.

GREEN, LOW & DOLGE, INC.
50 East Eleventh Street, New York City

NEWSPAPER WRITER & EDITOR:

Can you write a real message to the Public? Can you embellish your language with phrases that grip attention and hold the reader's interest until you have driven home your thought? A national organization of mfrs. of one of the basic industries has an opening for such a man. Here is an opportunity to make your talent pay. Future possibilities are only limited by your ability. State salary you are willing to start for. Written replies only. Address Rm. 608, 225 N. Michigan Ave., Chicago.

Travel, Resort and School Space Salesman Executive Wanted

By large New York City daily. Must have well established connections with advertisers and agencies in New York City territory. Attractive salary and bonus to man whose past accomplishments indicate his fitness for a real man's sized job. Outlining experience, earnings, age, etc., address Box 654, P. I.

POSITIONS WANTED

EDITOR

Experienced woman, residing in suburbs for part-time position with magazine, trade-journal, house-organ. Box 675, Printers' Ink, Chicago Office.

ADVERTISING ARTIST

Versatile—wishes to connect with a reliable concern to execute and direct their art work. Backed by a thorough knowledge of mechanical requirements. Box 671, P. I.

WOMAN COPY WRITER

Department Store and Agency Experience. Address Box 674, care of Printers' Ink.

I Want to Grow

What are the chances in New York State for a young woman who writes good copy, understands layout, type, has had worthwhile advertising and teaching experience, some secretarial; now assistant advertising manager high-class department store? Highest recommendations. Box 653, P. I.

Advertising Assistant—(28). Direct-mail specialist, fully competent to take complete charge of production, layouts, art, copy, correspondence. Available August 15th. Box 673, Printers' Ink.

Copy Writer or Assistant, 25, with convincing samples of his work. Christian. College trained. Four and one-half years' experience covering all phases of advertising. He seeks real opportunity with agency or manufacturer. His scrap-book mirrors his ability. Address Box 669, Printers' Ink.

Young man, now assistant advertising manager for nationally advertised product wants job with bigger future. Will go anywhere but prefers fairly large city. Can plan and carry out campaigns, write direct mail and trade paper copy, buy printing and dealer helps, and manage department. Christian; unmarried; can give references. Box 655, Printers' Ink.

HERE IS THE MAN

of proved ability, now connected with a large direct-mail concern, who desires new connection. He can prepare effective copy, circulars and posters; plan productive campaigns, and write convincing letters. He has ten years' business experience, five of which have been devoted to direct-mail and light advertising. Address Box 665, Printers' Ink.

Direct Mail—Do you need a man who has vision? ability? industry? He is a University graduate—with three years' experience.

He is prolific with ideas. His letters are original. His ability has been proven.

He knows that energy, properly applied, keeps one out of the rut—places him above the average. He thinks before he acts. Box 667, Printers' Ink.

Advertising Solicitor—If a college education and three years of selling and commercial business experience lay a foundation for the business of soliciting advertising—

Then I'll add conscientious effort, thought, foot work, and what personality I command to put the right interpretation of your proposition in the minds of those to whom it is to be presented. Box 666, P. I.

Publisher's Representative

I want to represent a publisher in the Philadelphia territory. Ten years' experience and established clientele among national advertisers and agencies. Want to take on a tough proposition—a publication without much business here—where I can build it fast for them—and earn real money on a commission basis. Box 659, Printers' Ink.

MR. ADVERTISING ENGINEER

have you a client seeking a young executive to train as his successor or to relieve him of some of the responsibilities of office? Twenty-nine years old, law trained, an accountant, have directed small advertising campaigns and developed sales organizations. Junior partner in business established six years. Want to grow. Income last year \$3,900. Box 658, Printers' Ink.

WE CONNECT THE WIRES

SALES PROMOTION AND ADVERTISING EXECUTIVE, well known through 18 successful years directing national campaigns, wants to join "smaller corporation with bigger outlook for man who can do things." A driver. Last year he secured nearly twenty million lines of free newspaper publicity in single campaign. Age 43. University graduate. Our No. 2404.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

YOUNG MAN will exchange energy and clean character for an opportunity with an American Manufacturer in New York or Queens. Experienced in correspondence, direct mail, distribution, sales office and executive work. Age 29. Salary requirements modest. Future and constructive work more important. Box 676, Printers' Ink.

Salesman

College graduate, married, 31, eight years' selling experience.

Wants a Job

Box 672, Care Printers' Ink

FIRST Class Assistant to Advertising Manager

Can relieve executive of much detail and responsibility. Seventeen years in charge two smaller Adv. Depts. for manufacturers qualify me for bigger opportunity.

Used to securing dealer co-operation and writing, laying out, buying printing, display matter, art work. Edited successful dealer house-organ. Know good selling copy. Studied market research methods.

Canadian-born, Protestant, married, age 47, seasoned business experience, but still learning.

Can be real help. When could I see you, New York or elsewhere? Experienced. Box 668, Printers' Ink.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.

185 Madison Avenue, New York

Table of Contents

NEW YORK, JULY 30, 1925

Frenzied Merchandising	E. B. Weiss	3
The Ne Plus Ultra of the Advertising Manager's Dream.....		10
The Need of Specific Copy.....	Roy Dickinson	17
"—But You Can't Sell Ginger Ale in Winter".....	P. M. Boggs	25
Why Neglect the Small-Town Dealer?.....	G. A. Nichols	33
To Make Advertising Technically Accurate.....		53
	<i>Special Washington Correspondence</i>	
You Say Jobbers Won't Push Your Line?.....	G. M. Breinig	61
Make the Catalogue Simplify the Salesman's Job.....	D. M. Hubbard	73
The Pictorial Exclamation Mark.....	W. Livingston Larned	81
More about "Selling to Presidents".....		89
A Government Service in Need of Advertising.....		95
Some Ideas for That General Sales Convention.....	Warner Bates	101
Advertising and Commodity Costs Discussed at Seattle Meeting.....		109
Keeping a Stock Record of Dealer Helps.....		113
Making Romantic Advertising Bring Practical Results.....		117
An Up-to-Date List of House Magazines.....		124
Advertising in the Offing for New Household Accessory.....		130
What's Happening in the Textile Industry?.....		137
Editorials		160
	Both Sides of Hand-to-Mouth Buying—Radio's Influence on Reading Habits—One Salesman for Competing Lines?—We Wonder.	
The Little Schoolmaster's Classroom.....		168

From a campaign prepared by the
HOMER MCKEE COMPANY Inc.

Ride on
Hasslers



on't be quarantined to city pavings
HASSLER SHOCK ABSORBERS
MAKE BAD ROADS GOOD

ROBERT H. HASSLER, Inc.
Indianapolis, U. S. A.
ROBERT H. HASSLER, LIMITED, London, England



EVERY TIME YOU SEE A BAD ROAD THINK OF HASSLERS

The Homer McKee Company, Inc.,
of Indianapolis, counts it a privilege to
be known as Advertising Counsel for the
largest exclusive shock-absorber factory in
America, and to be in part responsible for
the fact that nearly 2,000,000 motorists
ride on Hasslers.

Still gaining —even in summer!

DURING the month of June, when most newspapers expect a certain loss in circulation, The Chicago Tribune recorded a gain over May both daily and Sunday.

The daily circulation of The Tribune for June 1925 was the largest in its history.

TRIBUNE CIRCULATION

<i>Daily</i>		<i>Sunday</i>	
May	1925—643,610	May	1925—1,020,121
JUNE	1925—655,809	JUNE	1925—1,020,201

As Tribune circulation increases, advertising cost per milline decreases.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER